

DEC 21 1909

VOL. VI, NO. 5

\$1.00 A YEAR

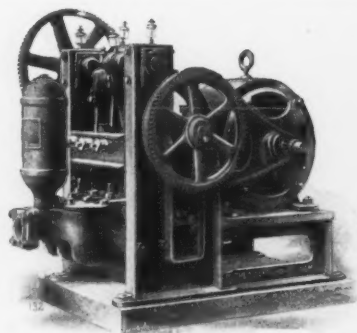
DECEMBER, 1909

SELLING ELECTRICITY

The Magazine of Electrical Progress

More Christmas Gifts
are bought in the last
week than in the whole
month preceding. Have
you planned to get your
share?

Read on page 264 the
sales schemes from seven
cities.



NEW BUSINESS MANAGER:

Have you canvassed
your town to see how
many of your neigh-
bors need

The Aldrich Pump

to save them money
and
EARN YOU MORE

There's an Aldrich Pump suitable for
every purpose

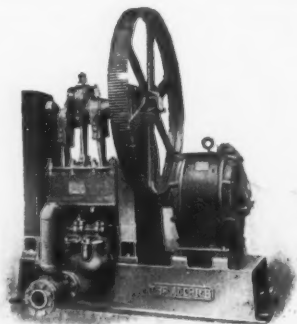
THE ALDRICH PUMP DEPARTMENT

ALLENTOWN, PA.

Designing and Selling for

THE ALLENTOWN ROLLING MILLS

BIRDSBORO STEEL FOUNDRY & MACHINE CO.



"AMERICAN"

IS

ALWAYS JUST RIGHT

There are many reasons
we would like to show you
why you should have our
SUPERIOR OF STEEL CLAD
electric irons in preference
to any others.

All reasons lead to one
conclusion.

"American" irons do
their work on the ironing
board with thorough effi-
ciency and with economy
and satisfaction to the user.

American Electrical Heater Co.

Detroit, U. S. A.

Oldest and Largest Exclusive Makers in the World

In writing to advertisers, mention "Selling Electricity."



A SIGN LIKE THIS ON YOUR CIRCUIT

Isn't there a hat man in **your** city who will pay \$375.00 for a duplicate of this wonderful **moving** sign? It is **more** than a sign, it is an **advertisement**—a living, moving, attention-compelling advertisement. No matter how many other signs there may be on the street, this one would outshine them all.

You want signs like this on your circuits—not mere signs, but **advertisements**. They're easy to sell, because you have a definite, individual proposition to make.

Now, take this reproduction right out and sell a duplicate sign to your leading hat merchant. Put the proposition up to him on an **advertising** basis. Show him the picture: explain that the man tips his hat every three seconds. Tell that it's the finest sign novelty you ever saw and that right now he can get it **cheap**. Here are the specifications:

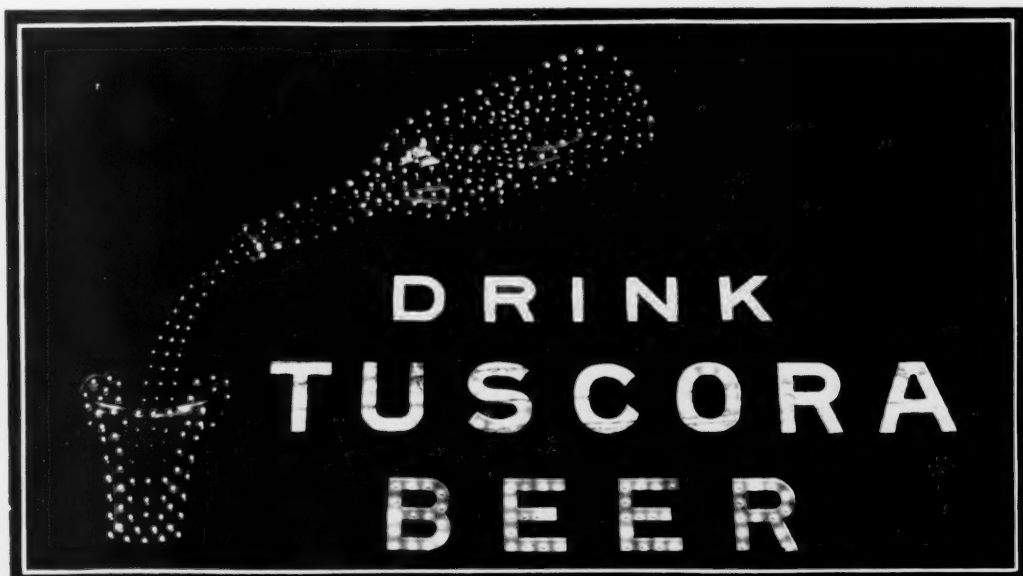
Size: 10' x 11'. Sign shows from both sides. No. of lamps, 500, of which only half are burning at one time. Sign wired complete, with flasher and motor. Beautifully painted, thoroughly solid construction. Price, \$375.00, F. O. B. cars Atlantic City. Price does **not** include lamps.

Go out and sell this sign today.

Valentine Electric Sign Company

Atlantic City, N. J.

In writing to advertisers, mention "Selling Electricity."



THIS SIGN IS INSTALLED IN CANTON, O. IS 20 FT. HIGH
BY 30 FT. LONG AND HAS 500 LAMPS IS OPERATED BY
AN A. & W. FLASHER THAT EMPTIES THE BOTTLE AND
FILLS THE GLASS

CLEVER DESIGNS, STURDY CONSTRUCTION,
FAIR PRICE AND DELIVERY-AS-PROMISED
ARE THE CHARACTERISTICS OF A. & W. SIGNS.

□ WRITE FOR BULLETINS □

THE A. & W. ELECTRIC SIGN CO.
THE LARGEST ELECTRIC SIGN WORKS IN THE WORLD
CLEVELAND, OHIO.



SELLING ELECTRICITY

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IF YOU cannot make an impression on a man any other way, when you greet him squeeze his hand till it hurts, and the next time he sees you, he'll say, "There is that electric light man with the iron hand." He may not like you for it, but he'll know you; and that's a start.

J. G. Barrett



SELLING ELECTRICITY

Vol. VI

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Both Ends Against the Middle

THE manufacturer of one of the best-known electric home laundry machines recently stated—and proved—that over twenty-five per cent of his product has gone into homes where there was no previous consumption of electricity. In the territory of a single suburban company this manufacturer's salesmen were directly responsible for connecting 507 customers to the lighting company's service within the space of a single year. The machines are installed on a thirty-day trial basis and 98 per cent of them "stick." This manufacturer finds that approximately 20 per cent of the houses in growing communities are new and are, therefore, as a matter of course, wired. In soliciting business, he is indifferent as to whether or not such houses are connected; if they're not, "it's a simple matter," he says, "to induce householders to put in service."

A simple matter to connect 507 customers in one company's territory in one year! Does the significance of that statement reach you?

This manufacturer quite naturally attributes a large part of his success to the excellence of his machine. The "sticking" quality is undoubtedly due to this, and to the machine's convenience as a household labor-saver, but it is to be noted that the meter must be connected before the practical trial can begin. In other words, the washing-machine constitutes the argument that induces the householder to install service. And 507 were convinced by this argument who had heretofore successfully resisted the strongest electric light arguments of the central station solicitor.

There is food for a considerable bit of thought in these facts, and a lesson to be learned from them.

Lighting is, of course, the chief service rendered by the central station, but it is by no means the only service. It is the most keenly competitive service rendered, for the gas man refuses to retire from the running and even after we have shown him that he is commercially "a dead one," he persists, with unspeakable effrontery, to win away desirable customers. So the progress of the solicitor who restricts himself to the sale of electric light is far from easy; he must constantly meet the prospective customer's

objection that electricity costs too much. And the commercial manager who allows his solicitors to remain in this rut knows that he is piling up business having almost the worst possible load factor.

But let us look at the residence prospect from another angle. Let us concede him his dirty gas light which saves him, perhaps, a few dollars a year, and inquire whether there are not other and non-competitive lines of service which we can sell. The home laundry machine man has already given us the answer. So have the suction sweeper, vacuum cleaner, heating appliance, and pump manufacturers. These and many more devices are designed to fill definite and pressing human needs. Their uses and advantages have nothing to do with the uses or advantages of electric light. They, and the current they consume, can be sold independent of the whole lighting problem.

And the arguments which they give to the solicitor are non-competitive. There is no cheap substitute for the electric home laundry machine, the motor-driven sweeper, the sewing machine motor, or the electric flat-iron. These appliances save labor, money, time, worry, and doctor's bills. They simplify the servant problem and make life more worth living. An entire outfit of residence electric power and heating apparatus costs no more than a modern bath-room equipment, yet people have been so educated that tile-lined, porcelain equipped bath-rooms are looked upon as the commonest of necessities.

These statements, of course, would be the mere presentation of an ideal if it were not that the home laundry machine maker has led the way and proved the argument sound.

The objection will be raised that current consumed by residence power machines amounts to almost nothing, and that the revenue is not worth going after. In some cases this is true; where there is a minimum monthly charge, it is distinctly not true. For the minimum charge protects the company in all cases, while the current consumed is so seldom on the peak that it can be looked upon as the most desirable kind of power.

But the income is not the reason for advocating these devices, nor because the machines act as an "opening wedge" to more profitable business in the homes where they are installed. The primary reason why electric conveniences should be sold independent of the lighting is because they represent a useful and rapidly growing department of electric service. And it is service we sell, not light, nor heat, nor power.

Can You Answer This Question?

A Ten Dollar Bill is Offered for the Best Explanation

The following letter has just been received from
an eastern central station manager:—

EDITOR "SELLING ELECTRICITY."

Dear Sir:—

A very intelligent, though very small, consumer recently asked us this question:

"I have an equipment of five sixteen-candle-power lamps and my yearly consumption is 120 kwh. which, at your rate of 10 cents per kwh. means a yearly bill of \$12.00

"Now, I suppose, it costs you about all of that amount to furnish me the service I get, but, if I used, without changing my equipment, 240 kwh. the additional 120 kwh. would cost you about \$1.20 while my bill would be \$24.00. Why?"

I enclose you herewith \$10.00 for the best answer you can secure, you to be the judge.

Very truly yours,

Think this over and send in your answer addressed

Rate Question

SELLING ELECTRICITY

74 Cortlandt St., New York City

The \$10.00 is waiting, and all answers must be in by
January 5th.

Sales Schemes for the Christmas Market

Letters from Seven Cities with Suggestions for Securing Christmas Gift Trade for the Central Station

WHAT are your plans for catching your share of the Christmas Market?

This question was asked some two dozen central stations in various parts of the country. The replies were interesting, though not all suggestive, for in spite of the fact that electric home comforts are becoming year by year more popular and staple as gifts, there are still some companies who are neglecting the opportunities which await the man who will simply apply the methods of the successful merchant and *sell his goods*.

Some said that they were doing nothing; some, that they were merely giving a Christmas touch to their advertising; others wrote in detail of plans that, though promising results, embraced little of originality or especial timeliness. The following letters, however, are fraught with suggestive value to every central station sales manager.

From Toronto, Canada:

"We are sending out with our November bills 15,000 copies of a little pamphlet, entitled 'Christmas Suggestions for the Home Electrical.' The pamphlet contains sixteen pages with over-hanging cover, printed in brown ink on a very fine quality of India tint paper. This pamphlet is illustrated with attractive half-tones of women using the various electrical ap-

pliances, and has been very favorably criticised by the local press.

"We are utilizing the daily and weekly papers, running readers and display ads. Our campaign has started, for many people 'buy early to avoid the rush.'

"We are going to dress our show windows with Christmas boxes containing percolators, irons, toasters, etc. We will devote one window to table and reading lamps. One hundred and sixty-nine appliances other than irons were sold last month."

From Washington, D. C.:

"We are soliciting all our residence customers regarding heating appliances, chafing dishes, coffee percolators, and such articles as are suitable for Christmas gifts. Our solicitors carry samples with them and we are sending out on approval any article that may be desired, the customer signing a card. The price of each article is plainly marked on this card so that there can be no misunderstanding regarding the price when the bill is presented. We have found that most of the articles sent out this way are retained and that the bills are paid very promptly.

"Ten days after the delivery of the goods one of our men calls at the customer's house and inquires as to whether the apparatus is satisfactory or not, and if it is the desire of the cus-

tomer to purchase it. If the customer is not satisfied we ascertain just where the trouble lies and if possible rectify it to his satisfaction, and request him to make another trial. This method appears to appeal to the customer, he seeing that we are taking an interest in him, consequently he is more willing to listen to us, and is more open to conviction that an electrically heated apparatus is far superior to any other kind.

"We have had two steps built up in our office window, and have placed thereon a number of articles suitable for Christmas gifts. Attached to these we have placed attractive cards calling attention to the desirability of the articles as a Christmas present. From this small display we have made quite a number of sales.

"As far as we have gone this year the sales of apparatus have far surpassed sales of former years, and we think this will be our banner year, and that a great number of heating and cooking appliances will be added to our connected load."

From New London, Conn.:

"In order to stimulate Christmas shopping we have for two years decorated a large tree on the main street near the shopping district, running colored electric lights through its branches. This has been very attractive and pleased the storekeepers, as it sends the Christmas spirit up and down the street for many blocks.

"This year I plan to string heavy glass beads or ornaments along with the lights with the idea that they will catch and reflect the beams, and add to the attractiveness of the tree."

From Dayton, Ohio:

"Our plans for Christmas are as follows:—

"Demonstration of the electric curling iron in one window with a quantity of curlers wrapped in holly paper and the price plainly marked.

"Second window: A demonstration of the Federal shaving glass. The window to be darkened entirely excepting for the light on the demonstrator's face. These mirrors to be wrapped in holly paper.

"Third window: A Christmas tree equipped with tree lighting outfits and loaded with small electrical appliances.

"Our display room throughout will be decorated with Christmas tree outfits, entwined with holly and other foliage.

"We will also offer the Bissell sewing machine motor on the rental basis. These are also wrapped in holly."

From Lewiston, Pa.:

"We have made a display of artistic portables, flatirons, heating and cooking appliances, etc., and have advertised the desirability and utility of these appliances for Christmas presents. We have also sent out circulars and pamphlets calling our customers' attention to these goods."

From Denver, Colo.:

"We are holding in our office a series of daily demonstrations of electric toasters, irons, chafing dishes, percolators, curling iron heaters, and various other electrical appliances appropriate to the holiday season. Through the demonstrations, and the publicity gained by them, we are selling a large

number of electrical appliances for Christmas gifts.

"We are also sending out a series of calendars, each calendar being appropriate for a month. This month the calendar mentions a few suitable Christmas gifts.

"Our representatives are specializing on these appliances, making it a point in their house to house work to mention how appropriate are the appliances for gifts. Our newspaper advertising and publicity also mentions this fact; our show-windows are arranged giving prominence to the holiday goods, and in fact, we are bending our energies along all lines, making the most of the season, and I am pleased to state our efforts in this direction are bearing excellent results."

From Colorado Springs, Colo.:

"We have taken our front window and placed in it a small Christmas tree about four feet high, decorated with miniature electric lights. Directly under this tree we have placed a sign, 'Christmas Tree Lights For Sale.' Back of this we have an imitation of an old brick fireplace, with logs inside, and lights thrown on them in such a way as to make it appear as though they are afire. We have on top of this fireplace a small electric stove, an electric iron, and an electric shaving mug. Back of each one of these devices we have placed signs to read, 'Christmas Suggestions,' 'An Electric Iron for Mother,' 'An Electric Stove for Sister,' 'An Electric Shaving Mug for Dad.' Directly back of this display we have a large Columbia electric runabout, with a Santa Claus placed inside, in

the position of handing one an electric iron.

"We have covered the floor of this window with cotton and distributed a number of electric irons, toasters, shaving mugs, stoves, and sewing machines, wrapped with holly paper, some of which we have left unwrapped. In front of this display is a small counter with toasters, small stoves, shaving mugs, etc., in operation. Our demonstrator distributes toast, toasted by electricity, and small cakes baked by electricity, and is ready at all times to wait on any one interested in these various devices.

"We are advertising in the newspapers special Christmas suggestions, which are already bringing good returns."

One letter was received from a city in the far west, where a good man is held down by a passive and unfeeling management, and, in spite of his desire to participate, forced to let the opportunities of Christmas and other seasons go by. He sent this bit of pathos:—

"I regret to advise that we are still in the class called 'dead ones.' Our office is on a side street, and the doors and windows are carefully bolted and barred so that no one may see in. We have thought of putting a few of our best kilowatts on a table near the window where our patrons pay their bills with a view of selling a few of them to the Christmas shoppers. This idea has not taken any definite form as yet, however. Aside from this we have formed no plans to catch the holiday trade. We are still prepared to take money, however, if forced upon us.

"I will be interested in what others are doing, nevertheless, and will look forward with interest to your December issue."

* * * * *

What are your plans for catching your share of the Christmas market?

If you have made none, if you have taken no steps to attract the Christmas shopper—Do It Now! The last week before Christmas is the frenzied one, more buying of gifts is crowded into the last few days than the whole month previous, and it is buying under forced draught with the throttle open and the muffler cut out.

If you have not arranged for a Christmas display, read over the suggestions offered by the companies just quoted, and get in line.

Remember, there is no other merchandise appropriate for Christmas gifts that shows the profit and the direct advertising value, that is offered by electrical household appliances; for every device that is sold adds to the residence load and assures a steady income from current consumption.

And all that is required is display! Show your wares to the Christmas shopper and she will buy. This is the time of year when gift goods

sell themselves on sight, for as Christmas draws near and the list is still long, any suggestion is welcomed, and electrical devices are sufficiently novel to the average man and woman to make a strong appeal.

Trim the windows, cases and counters for quick action, and make the use of each appliance self-evident. Christmas shoppers have no time to ask questions. Don't force them to.

Put a piece of toast in the toaster, twine the Christmas tree lighting outfits on a Christmas tree and burn the lamps, set an after-dinner coffee cup under the faucet of the coffee percolator, boil some water in the teapot so the steam will be seen coming out of the spout, and have a sewing machine motor hard at work in plain sight. With the electric foot warmers, shaving water heaters, and those devices that do not tell their own story, print it on a small but legible card beside each piece and see that the words are few. Make the goods sell themselves.

Above all, don't think that it is too late to do anything this year—now is the time. For the last week is *the* week, and every central station can share in the harvest and profit in the added load.

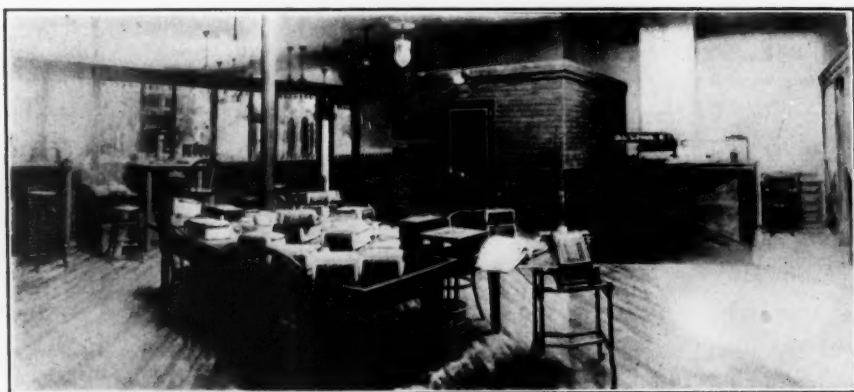


A House Warming in Easton, Pa.

THE Easton (Pa.) Gas & Electric Co. gave a reception to the Easton people on the evening of November first to celebrate the opening of new offices on Center Square.

lady attaches, and music by an orchestra added to the gala air of the event.

The new offices will provide much improved facilities for the display and demonstration of electric and



General Office, New Quarters, Easton Gas & Electric Company

The response to the invitations extended exceeded all expectations and the guests were delighted with the offices and the unexpected display of gas and electric appliances.

Flowers were distributed to the ladies, a refreshment corner was fitted up with a punch bowl, presided over by several of the young

gas appliances, and are arranged particularly for the convenience and comfort of the public. The illustrations give a very fair idea of their size and appearance. Among the features not shown is a dark room equipped for displaying lamps, reflectors and fixtures, and demonstrating illumination values.



General View of Salesroom, Easton Gas & Electric Company

The Electric Auto for Central Station Use

Facts and Figures Covering Three and One Half Years Experience in Binghamton

By L. M. OLMSTED, ASSISTANT GENERAL MANAGER

BINGHAMTON LIGHT, HEAT AND POWER COMPANY, BINGHAMTON, N. Y.

THE experience of the Binghamton Light, Heat & Power Company with the electric automobile covers a period of over three and a half years, during which several classes of vehicles have been tested under various conditions of service, careful figures

which we are penalized for outage, and as the police are very prompt in reporting all cases where lamps fail to burn properly, it becomes essential that the company maintain a very close inspection of street lighting.

In March 1906, a Pope-Waverly



Special Car Used by the Arc Trimmer, Binghamton

being kept so that the practicability and economy might be absolutely proven.

The use of electric automobiles by the company was suggested as a possible improvement in our street lighting patrol service. We have on our lines, some 475 street arcs and 550 street incandescents on

Runabout, Model No. 21, with a 24 cell, "Exide" P. V. battery was purchased for the street lighting patrol men, to take the place of the horse and light runabout formerly used. The cost of maintaining this horse equipment, that is, boarding, shoeing and repairs on harness and wagon, had averaged about \$287.00 a

year. At the same time, the city records show that during this period the average expense which we suffered for outage, was \$240.00 a year. This made an annual burden of \$527.00 without figuring the labor or investment, all directly incident to street lighting outage and inspection.

During the last three years the

which is ample evidence of the greater efficiency of the patrol service.

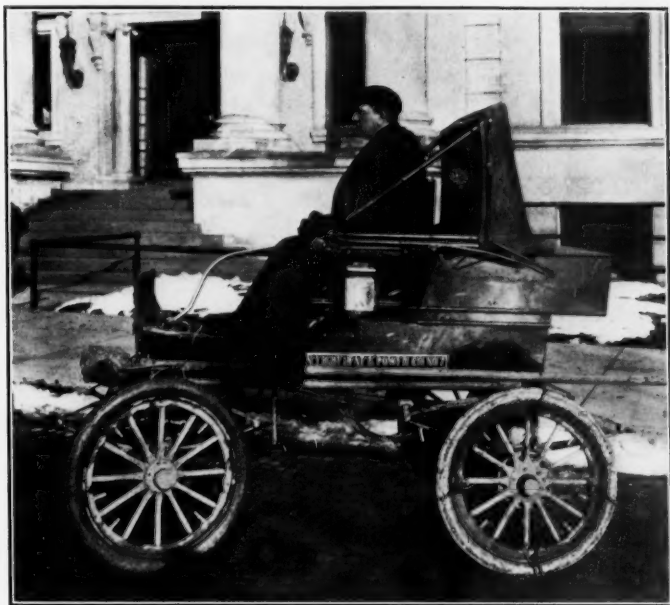
Having such good success the general manager decided to purchase a light runabout for the arc-trimmer. This also did away with one horse and wagon which had cost \$296.00 a year, for maintenance. We found that the most satisfactory



Using the Electric Truck to Hoist a 30-kw. Transformer in Binghamton

company has had a yearly maintenance cost of \$121.00 which includes tires, washing batteries and painting the runabout, plus the current used in charging the battery which averaged 3907 kwh. on the a. c. side of a 30-ampere G. E. rectifier. On the city records the outage charged against the company averaged \$40.00 a year for this period,

way to operate was with two complete sets of 24 cells, 9 Plate P. V. "Exide" batteries. During wet weather, especially in fall and spring, one set of batteries was strained too severely, and required more attention, as the roads in this city and suburbs are mostly dirt. We found that the maintaining of this electric wagon was easier and



The Binghamton Street Lighting Patrolman's Runabout

less costly than operating and maintaining the patrolman's runabout. The battery upkeep (including one set of positive elements in one battery) and a little tire trouble brought the total average cost of maintaining this car per year to

\$165.00 with a yearly consumption of 4358 kwh. on the a. c. side.

This second experience was so successful economically, and so gratifying from the standpoint of service, in rain, shine, hot or cold that the company then decided upon



The Binghamton Method of Hauling Poles

a further addition to our electric vehicle equipment, a 1½-ton truck for the line construction department. This was purchased from the Champion Wagon Company, Owego, N. Y., where a large number of government and U. S. Express Company trucks are made. This truck has a 40-cell group, 11 M. V. "Exide" battery with hard tires, Westinghouse motors and controller. The first year that this truck was in service it did not cost the company one cent except for one "washout," and only 1½ days of service were lost. Up to today, and after two and one-half years' active use, this truck has cost in repairs only two new tires, one set of gears and a new set of batteries.

We intend to have two sets of batteries for this car as this will enable the line department to charge off peak, and will also provide a full charged battery always at their command. This truck consumed on an average of 3470 kwh. per year, and you will note from this that it does not run as many miles as either of the other cars. I can recite one case, however, where this car made a record for itself one March evening when after ten hours' work during the day, it answered a call on trouble at 2 a. m.

At present we also have a runabout for the manager, and one for the chief solicitor, and at meter reading period time, each month, we place in service three runabouts for the outlying districts.

Last July we started a garage of our own with one truck, one trimmer's wagon, and three runabouts. This pressed into service a garage man and the following installation:

One G. E. 30-ampere rectifier.

One motor generator set.

One switchboard with direct reading and recording meters for each car. A complete burning set for washing batteries.

We do no outside work in our garage, as the company serves three public garages, two of them being exclusively electric. Our garage man is kept fairly busy caring for the cars and equipment, but he arranges his work so that he can help out as a meter reader each month, which makes the garage department show an even greater efficiency.

There is another phase of the proposition which should also be considered, and that is the advertising which is secured from the use of these electrics. Since we purchased our first car, Binghamton, a city of 50,000 population, has gradually put in service 79 electric runabouts, 'busses cabs and trucks, and there are 30 private garages, 27 of them using the G. E. 30-ampere rectifier.

Our rates to private garages is as follows:—

100 kilowatt hours at 5½c.

All after at 3½c.

Minimum bill of \$4.00.

Less 10% discount if paid on or before the tenth of the month.

Light Literature in England

BY GLENN MARSTON

AS London is the centre of the British Empire, so it is the centre of the battle for supremacy between gas and electricity. The two industries have not selected special fields for exploitation, but fight like fiends over every prospective customer, nor do they cease when the prospect has made his choice.

Taken as a whole, the British central stations are poor advertisers. Their policy is indicated by the fact that the manager is called an "engineer," and engineering qualifications are usually the only ones considered in making "appointments," which is English for "job." If the engineer has any left-over energy after seeing that juice is regularly supplied to customers he may chance to spend it in getting new business, but not often.

British publicity is no nearer ours than first cousin at best. There are many features over there which are successful, but which appear crude to American eyes. And there is much to be learned from them. The electrical bulletin of the West Ham Corporation Electric Supply Department has many features well worth copying, while the Electrical Press, Ltd., gets out sheaves of mat-

ter for the use of central stations all over the world.

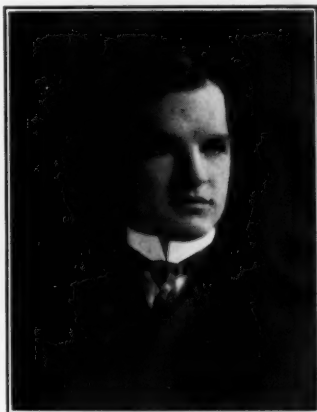
Probably the most aggressive central station in England is that of the Borough of West Ham in the east end of London. Situated in a manufacturing community of considerable importance, the plant has built up a tremendous power load, and is, therefore, able to give very low rates on all classes of service. Al-

though this is a municipally owned plant, the manager is quite frank in his opinion that the results would be even better were the plant under private ownership.

The department is constantly distributing various literature regarding the industrial advantages of West Ham, featuring "West Ham, the

South of England Factory Centre." The catch phrase, "Cheap Electricity from 1d per unit downwards," is used on practically all of the department's publicity matter. On the back of this pamphlet are two photographs, one showing an interior view of the generating station, the other showing a large motor installation in a soap factory.

The pamphlet takes up electricity as follows: "West Ham provides the cheapest supply of electricity in the south of England, and not only



Glenn Marston

the cheapest but the most reliable. Practically all the big factories in its area are supplied, and by duplicate mains, so that if one breaks down the other can be used; these mains are duplicated all the way from the generating station, where also a spare generating plant is always kept in reserve. The mains are laid into your works free of

but it must be admitted that a rather wide range of facts and arguments is compressed into small space. But electricity alone is not relied upon as sufficient to induce prospective manufacturers to locate in West Ham. The pamphlet continues:—

"The other advantages of West Ham which concern you are:

"1—A unique system of waterways that enables manufacturers to reduce their transport charges both ways to a minimum.

"2—Close proximity to the River Thames and the principal docks.

"3—Exceptional railway facilities (with detailed information).

"4—An unusually plentiful supply of skilled, semi-skilled, and unskilled male and female labor.

"5—A number of convenient plots of land."

Important emphasis is placed on the fact that taxation has fallen in the last two years "by 1s. 6d. on the £." As a final clincher, the pamphlet says: "The following people know we are stating *facts*, and have

acted accordingly," giving a long list of important manufacturers using from 200 hp. to 1000 hp.

In addition to distributing several pamphlets on power and industrial opportunities in West Ham, the department publishes a quarterly bulletin which covers all phases of electrical service.

The fierce fight between gas and



The West Ham Bulletin, showing a photograph of the Coal Bunker Sign

charge in nearly every case. You have to pay for motors and wiring, but even the motors you can hire from us at very low prices, including repairs and maintenance. Save your capital and take advantage of the facilities we offer."

There are features of the above paragraph which might not meet entirely with American approval,

electricity is exemplified by an incident at West Ham some time ago. The central station is on the River Thames directly opposite one of the Gas Light & Coke Company's plants. Both plants were laying in huge supplies of coal in preparation for a threatened coal strike, and had erected temporary bunkers

be trifled with. About 10 o'clock, the gas bunker wall was screened from view, and in the afternoon when the screen was removed West Ham saw the writing on the wall. Eight-foot letters screamed forth the short and ugly word in all its shortness and ugliness—"LIAR."

The Electrical Press, Ltd., is the



WHY?

- Why** are all the mansions of the wealthy lighted by Electricity?
- Why** are many workmen's dwellings lighted by Electricity?
- Why** are all Theatres and Halls worthy of the name lighted by Electricity?
- Why** are all up-to-date Hotels lighted by Electricity?
- Why** are all the finest Steamers lighted by Electricity?
- Why** are the great Cathedrals lighted by Electricity?
- Why** are all Government and Municipal Buildings of any importance lighted by Electricity?
- Why** are all the important shops in the best thoroughfares of Europe lighted by Electricity?
- Why** are thousands of electric flat-irons in use?
- Why** do successful manufacturers scrap their boilers and use electric motors?
- Why** do Doctors recommend electric light?
- Why** do housewives like electric light?

BECAUSE

ELECTRICITY	is the	most economical	} form of Light and Power.
		most efficient	
		most healthy	
		most convenient	
		most safe	
		most cleanly	

A Characteristic Example of "Electrical Press" Literature

for storage. Hatred of gas permeates the whole West Ham organization, so the employees on the bunkers, observing the activity of the gas company, painted across one of the bunkers, in six-foot letters, "ELECTRICITY IS CHEAPER THAN GAS." This was done by night, unknown even to the manager, let alone the gas company; but the gas employees were not to

publisher of a number of syndicated bulletins dealing with specific subjects. Instead of trying to appeal to all grades of customers in a single issue, as is so common in American syndicated matter, this organization publishes three periodicals: "Electrical Industries," which is designed for central station managers and employees; "The Unit," a monthly dealing with domestic ap-

The '£30 a Year' Electric Home

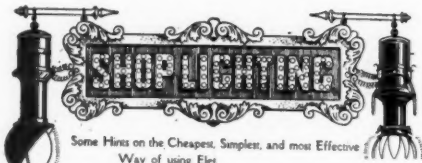
ELECTRIC LIGHT THE CHEAPEST LIGHT

OLD ideas die hard; but it must be confessed that the once-popular idea of the costliness of electric light is dying very quickly. The intelligent public have caught on almost at once to the importance of the new metallic filament lamps, which give twice the light of the old carbon lamps for less money. They are also coming to realize that the fitting up of a house for electric light is a far simpler and cheaper process than they imagined. Electric fittings are now so neat and inexpensive that all tastes can be suited at a very moderate cost.

The result of these improvements is that the '£30 a Year' Electric Home is now within the range of practical domestic politics. The accompanying photographs were taken in a house rented at £30 a year and equipped to show how the average tenant of such a house can secure all the benefits of electric light without paying more than (if as much as) he does for gas.

The Hall The hall in the '£30 a Year' Electric Home is lit by a single metallic filament lamp, suspended near the foot of the stairs, with a simple shade. It is an easy matter to arrange a switch at the top of the stairs as well as just inside the front door, so that the light may be turned on by any one entering the house and turned off either from

there or from the upper landing. This is a very convenient arrangement, as it allows the light to remain on while the last 'good-nights' are going upstairs.



ANY fool knows how to put lights in his shop-window, but few are the wise men who know how to light their shop-windows. The man who is an artist in shop-window dressing is most likely the 'veriest tiro in shop-window lighting.' It is no more in his line than that of shop-window dressing is part of the stock-in-trade of the illuminating engineer.

There are generally two objects to be aimed at in effective lighting of shop-windows. The first is to attract the public to the window; the second, to illuminate the goods properly.

To many it must seem an easy matter to combine both in one gorgeous blaze of light inside the window; but the effect of this is merely to attract the public, and then to blind them so that they cannot see the goods properly.

The first rule of the illuminating engineer is to get the light just where it is needed. The second rule is to get the light just where it is needed. The third rule is to get the light just where it is needed. The fourth rule is to get the light just where it is needed. The fifth rule is to get the light just where it is needed. The sixth rule is to get the light just where it is needed. The seventh rule is to get the light just where it is needed. The eighth rule is to get the light just where it is needed. The ninth rule is to get the light just where it is needed. The tenth rule is to get the light just where it is needed. The eleventh rule is to get the light just where it is needed. The twelfth rule is to get the light just where it is needed. The thirteenth rule is to get the light just where it is needed. The fourteenth rule is to get the light just where it is needed. The fifteenth rule is to get the light just where it is needed. 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Ed. H. H. H.

Three inside pages of "The Unit." The page at the right is headed "Electrical Bulletin." This copy was published under the title of "The North Metropolitan Electrical Bulletin."

pliances and lighting; and "Electrics," a quarterly devoted wholly to power problems.

Under such an arrangement a central station can reduce its publicity to a minimum. It is unnecessary to load a power prospect with a lot of lighting data in which he is not interested. On the other hand, lighting prospects get only matter which deals with problems similar

ELECTRICAL BULLETIN

ELECTRICITY ALL ROUND THE CLOCK

GETTING-UP TIME

An electric kettle will boil water at the bedside for the ever-welcome cup of tea.

DRESSING

An electric radiator takes the chill off the dressing-room. Electric shaving-water heaters are also very useful.

BREAKFAST

An electric food-warmer is a boon to late-comers—that is to say, nine-tenths of every household. Electric kettles and coffee-percolators may be placed on the table.

LUNCH

An electric chafing dish is an excellent device for cooking dainty dishes at short notice. There are also electric grills and frying-pans which cook to perfection.

AFTERNOON TEA

There is nothing like an electric kettle for afternoon tea; it is an ornament to any drawing-room. Muffins may be kept hot on an electric hot-plate.

DINNER TIME

When dressing for dinner, ladies will find electric curling-tongs a great boon—they are so clean and so reliable.

During dinner, dishes may be kept warm on an electric hot-plate. After dinner, an electric coffee percolator may be brought into the smoke room.

GOING TO BED

An electric radiator is a comfort at this stage. Beds may be warmed by an electric heating-pad.

NIGHT

In the nursery a turn-down electric lamp (like a night-light) is almost indispensable. An electric heater to warm baby's food at any time during the night is a boon which every nurse or mother must appreciate.



A plain bedroom electric light fixture. An example of the neatness and simplicity of electric light as adapted to an eight-room villa let at £40. 10s. per quarter.

(Over "Electric Lighting in Cheap Lighting")

to their own. Such publicity is far more effective than the usual bulletin in America, and the cost to the central station is low, because the Electrical Press can print large editions, even though a single station may want only a hundred copies—or even less.

There is nothing like as much money spent on publicity in England as in America. I was told on

good authority that appropriations above \$150.00 to \$200.00 a year were of rarest occurrence, only two or three stations in all Great Britain exceeding that amount.

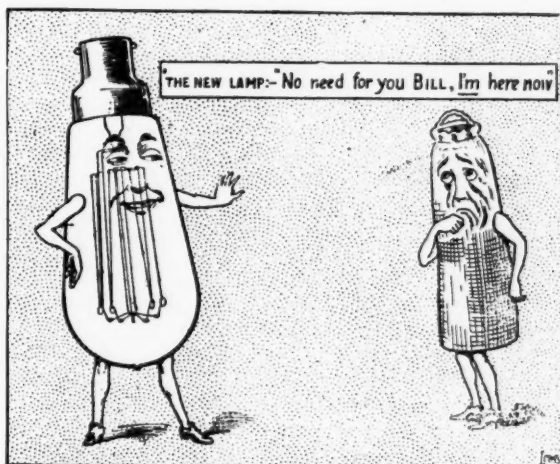
Newspaper advertising is practically unknown, though around election time some of the municipal plants do a little.

British municipal plants are, as a rule, more energetic and freer from

a great crowd, and promises to be productive of excellent results.

In addition to its regular periodicals the Electrical Press prepares a number of small 4-page monthly bulletins, which are low in cost and very effective. The first page is given over to local matter, while the other three are made up of matter from "Electrics" and "The Unit."

Both gas and electric stations



Save Two-Thirds
of your
Lighting Bill

by using

THE NEW
METAL
FILAMENT
LAMPS.

A SIGN OF THE TIMES.—The Welsbach Gas Mantle Co. have taken up the sale of Electrical Lamps

The Welsbach Boomerang Post Card

political complications than similar institutions in America; but in the best of them political expediency is an element. A few years ago the local exhibition was a popular form of publicity. For a time it fell into disuse, but this winter promises a revival which will exceed anything done in the past. Early in the fall the East London boroughs of Shore-ditch, Hackney, and Stepney had a combined exhibition, which brought

make the freest use of medical and scientific testimony in connection with all forms of light, heat, and power. As soon as a gas company quotes some eminent practitioner on the beneficial effects of gas, the central station fires back with an equally authoritative report to the effect that gas is no good.

One of the unfortunate results of the keen competition between gas and electricity is the constant

"knocking" of one by the other, and the consequent distrust of both in the minds of the public. The constant mud-slinging indulged in by the two industries is productive of little benefit, while if each spent more energy in promoting its own welfare both would command more

ments are combined for the sole purpose of keeping the public from being informed as to the relative merits and disadvantages of each.

One of the best pamphlets circulated in England emanates from the Electrical Press, and gives "Specific Reasons Why Every Tradesman

BOOT AND SHOE DEALERS

USE THE

ELECTRIC LIGHT

BECAUSE

- (1) It saves their stock of French kid boots and shoes from the serious damage caused by the gas taking all the "goodness" out of them when placed above a certain height; the lighter kinds of leather being very quickly spoilt by exposure to excessive heat.
- (2) Where electricity is installed all descriptions of boots are preserved in good condition at whatever level they may be placed; thus obviating the necessity of constantly changing the position of different portions of the stock from time to time.
- (3) In a gas-lit shop, "elastic sides" are specially liable to be rendered unsaleable unless great care is exercised in storing them; but with the Electric Light, no trouble **whatever** is experienced with these goods.

2

BUTCHERS

USE THE

ELECTRIC LIGHT

BECAUSE

- (1) In shops where the ice-box has to be placed in, or near, the shop, a saving of nearly 50 per cent. in the ice bill is frequently the result.
- (2) All kinds of meat are seriously deteriorated in value and flavour by being subjected to the heat and fumes given off by gas; especially is this the case with refrigerated meat, which, if not sold at once, is liable to become discoloured and unfit for sale; but with the Electric Light, these losses are entirely obviated.
- (3) It is possible to make, with Electric Light a much finer show of meat **inside** the shop than would be the case if gas were used, since there is not the slightest risk of spoiling it thereby; this gives the butcher with the Electric Light a marked advantage over any neighbouring competitors whose premises are still lit by gas.

3

Another "Electrical Press" product. This cut shows two pages of a booklet entitled "Specific Reasons Why Every Tradesman Should Use Electric Light"

business as well as more public confidence.

On the other hand, the keen scrutiny of each industry by the other prevents the public from feeling that it is not getting a square deal. Many of the best American companies suffer from a popular idea—and one which is wholly unjustified—that the gas and electric depart-

Should Use Electric Light." Over forty different trades are taken up, and at the top of the front cover is written, "Dear Sir: The page which particularly interests you is No. —," the blank being filled in by the mailing clerk; and referring, of course, to the trade in which the recipient is engaged.

Most of us remember the intro-



Two full-page illustrations from the Warwick Electrical Bulletin, designed to demonstrate the virtues of electric methods of housecleaning. These are characteristic of English electric advertising

duction, a few months ago, of a daylight saving bill in Parliament. When the Welsbach Company went into the tungsten lamp business, October 1st, they plastered London over with posters portraying an animated tungsten saying to the down-hearted daylight bill, "No need for you, Bill, I'm here now." The

Electrical Press immediately took up the idea and replaced the daylight bill with a doleful gas mantle. Thousands of post cards of this sort have been sent out, so that the gas mantle company's electrical advertising has redounded against it.

The use of post cards is almost unlimited, many of them being quite

clever, and many more being, in American eyes, unspeakable. One of the most attractive series portrays a couple of five-year-olds and their experience with electricity, the unspoken inference being that the simplicity and safety of electricity make it the ideal lighting and heating element for all purposes.

One of the catchiest bits of publicity matter is a little folder for enclosure with bills, "Why? Look Inside," appears on the cover. The inside look reveals a dozen queries as to why electricity is used in important ways, answered by one big "because"; but the whys are all convincing arguments in themselves.

This fall marked an awakening interest in shop and window lighting, a thing of which England stands in great need. The latest issue of "The Unit" contains a long article on methods of lighting, and says that American models can safely be followed. England has not come to sign lighting as we know it. In Liverpool, there are three electric

signs. In Edinburgh there is one, which is only lighted during the Christmas holidays. Even in London there are not as many signs as in Easton or Scranton. As far as I could learn, there is not a central station in all the British Isles with a sign of its own.

The Electrical Press deserves credit, not only for producing the greater part of good British publicity, but for making it of such quality that a natural demand is created among central stations. Much educational work has been necessary on the part of this organization to convince the central stations that a monopoly of the supply of electricity does not mean a constant increase in business. The Electrical Press has set a standard for high grade publicity to which their American co-workers might well aspire, for they have provided publicity for British stations which has brought the business at a minimum of expense, and met British conditions in a comprehensive and discriminating manner.

[Mr. Glenn Marston has just returned from abroad, where he spent several months in an investigation of public utilities in England and Scotland. Mr. Marston's reports of commercial conditions among the British central stations will appear exclusively in SELLING ELECTRICITY and will describe the methods and policies in various cities. The next installment in the series will appear in the January issue.—EDITOR.]





A Dollar Idea

By Arthur C. Akin

Montgomery Light & Water Power Co., Montgomery, Alabama

DURING the past few weeks I have been running at the bottom of our newspaper ads, featuring Electric Advertising, a catch phrase which seems to be a "winner." In fact, most of the boys think it will go the rounds in the same manner of the old "Cook with Gas" phrase.

This phrase is:—

"ELECTRICITY FOR PUBLICITY."

There is just enough rhyme and rhythm about this to make it go, and it tells the story. We mean to keep it before our merchants till the two words are in their minds synonymous.



A Dollar Idea

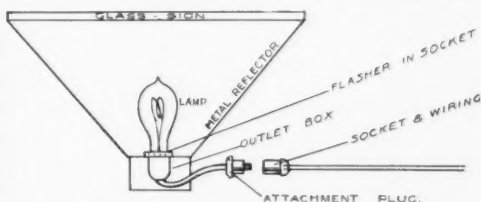
By Lewis A. Pettit, Jr.

The Middletown Lighting Co., Middletown, Ohio

THIS company has secured a large amount of helpful advertising through the medium of "coal hole signs." These signs are made of heavy glass and take the place of the manhole covers used so extensively to close the entrance to basement under-side-walk coal cellars.

The sketch shows the manner of installing, and as the lettering is painted on the under side of the glass, the flashing of the light beneath makes a very novel display. Various phrases are painted on the different signs, all, of course, bearing the name of the company prominently. The result is a great flash of light beneath the feet of the unexpectant pedestrian, which makes him stop short and read.

These signs cost us in the neighborhood of \$11.50 each, installed. We took a count of the people that stopped and read one of them the first night they were lighted, during a period of three hours, and the number was 917. I think this is pretty good advertising when you consider that the population of Middletown is only 15,000.



Another Special Sign Argument in January

"What Electric Advertising Means to the Hotel"

BUT," you say, "hotels are easy to sell signs to—almost as easy as saloons. Why don't you tackle something harder—the real estate man or the factory?"

We will—say we—both a little later. This time it is hotels and—by the way—do all your hotels burn signs—big signs, different signs, signs that sell? There is a difference between the right kind of a sign and just a sign.

The sign you want your hotel men to buy is the sign that will **SATISFY**. That means a sign that will make the right impression on the stranger and draw him to the register. And any hotel man will buy that sign gladly if you can make him see **WHY HE SHOULD** and where to find the sign.

Next month there will be an article in **SELLING ELECTRICITY** which will lay this proposition squarely before the hotel man—if you put a copy of the magazine in his hands. It will be a heart-to-heart, straight-from-the-shoulder, down-to-brass-tacks argument for the hotel man himself—which, backed up by the personal touch of the central station salesman should sell the **RIGHT KIND OF A SIGN**. It won't be too dry nor wordy and there will be photographs and other evidence of its truth.

This article should be brought to the attention of every hotel man on your lines, and we believe it would be strengthened by a short, pithy letter from us to precede it and arouse curiosity.

Send us a list and we will mail the letter followed by a marked copy of the magazine for 25 cents per. We will mail the magazine alone for 10 cents each, or if you want to send them out in large quantity, we will provide reprints of the article at a lower figure.

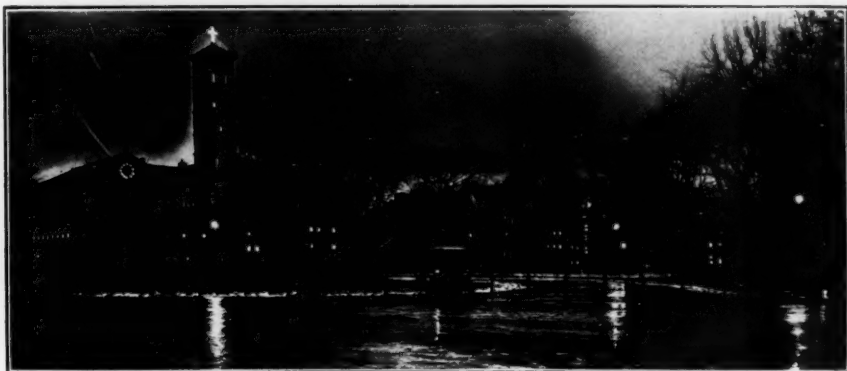
The Idea Behind the Special Sign Arguments

WHAT THEY HAVE ACCOMPLISHED

TO prepare a thorough, complete argument as to why any particular prospect should advertise with an electric sign, requires study, preparation, the opportunity to present it when your man is mentally receptive, time to lay the whole case before him, and last but not least—proof. That is why it is hard to sell a sign to a bank president, the trustees of a church or the editor of a newspaper. As you know, these men are hard to reach and hold.

So we are preparing these articles with care, study and patience; we are getting at the prospect's point of view, and laying down the "reasons why" in order and with logic, and we are backing them up with photographic evidence to prove the claims. When the article reaches the banker, the editor, or the church trustee, it is simply a part of an unfamiliar magazine, devoted to an industry that he knows little of. But the marked article touches **HIS OWN PROBLEM** and he reads it; moreover, he reads it only when he is open-mindedly interested and susceptible to impression.

When the representative of the lighting company calls on the prospect a few days later, the missionary work is done, the prejudice which comes from ignorance of the case is removed, and the value of electric advertising **FOR HIS OWN BUSINESS** is better understood.



A New York City Church with Illuminated Cross

Concluded on the Following Page

And this is how we know:—

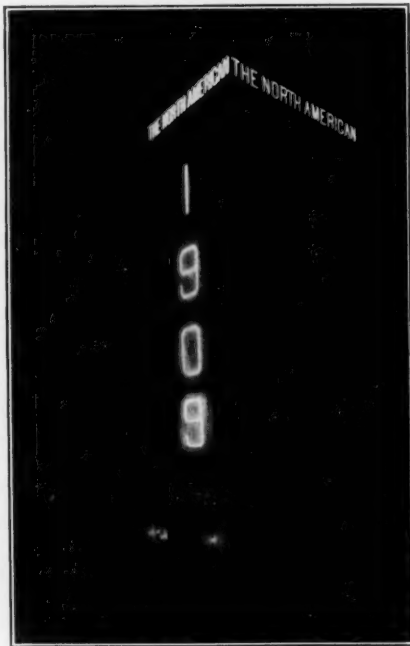
Our February number, containing the article, "Brightening the Bank," was sent by the local central stations to some 800 banks and trust companies. A large number of letters were received from bank officials expressing interest and approval. Several central station friends wrote us of signs **ABSOLUTELY SOLD** by the argument in **SELLING ELECTRICITY** backed up by the salesman's support. These letters came all the way from Montgomery, Ala., where one sign was sold at once, to Rochester where five signs ranging in price from \$185.00 to \$500.00 were credited to **SELLING ELECTRICITY**. For one sign that was **SOLD**, one hundred sales were **INFLUENCED**.

In April an argument for electric advertising for churches, entitled, "Light and the Church," was distributed among churches north, south, east, and west. It was written from the proper viewpoint, and could not have offended the most reverent follower of the old school. Clergymen wrote to us about it, and it sold signs. Read on the opposite page the story of the result in one city.

In September, we treated the newspaper office in similar manner with like results.

And the secret of the sales strength of these articles is this: the arguments are simple, straightforward statements of fact and obvious reason; the photographs are conclusive evidence that other bankers, other editors, other churches agree and profit thereby; and—not the least important—the source of the article is plainly uninspired in so far as the reader is concerned.

The purpose of this series is just this—to provide specific, well-studied argument to aid the central station salesman in developing electric advertising business. These photographs show the convincing power of well chosen illustrations.



A Philadelphia Newspaper Installation

The two roof signs are permanent, the 1909, a New Year's feature. Think of the ads it must draw—for it is considered an asset

The Church Sign--A Clergyman's Point of View

The Story of a Sale in Rochester and Extracts from a Sermon

By WM. S. WALLACE

ROCHESTER RAILWAY & LIGHT CO., ROCHESTER, N. Y.

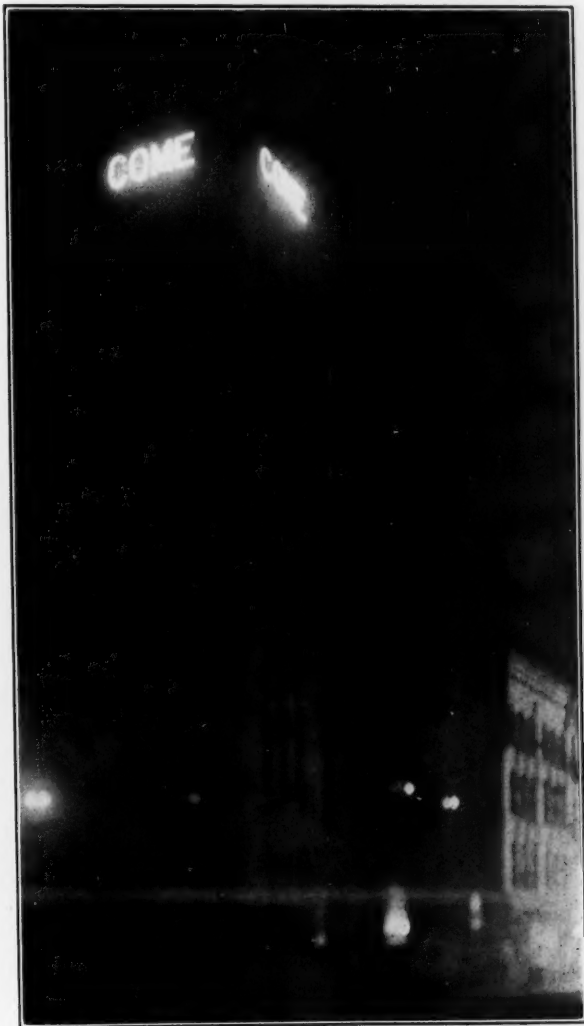
IN one of the recent issues of *SELLING ELECTRICITY* (April, 1909), there was an article on electric signs and display advertising for churches. The argument was strong and a large number of photographs of church signs and illuminated crosses were reproduced. These evidenced a favorable sentiment toward electrical display, affecting churches in all parts of the country, and presented the central station proposition in a new way.

I secured a number of copies of the magazine and sent them to the clergymen of each one of our leading churches

about fifty in number. They were mailed without comment except that the article was marked. Four inquiries were received immediately, and personal calls were made on each

prospect, whether he had replied or not.

Mr. Chas. H. Rust, pastor of the Second Baptist Church, called on me as soon as he received the article and was very deeply interested. We talked the matter over in detail and he prepared data for presentation to his board of trustees. In a few days he advised me that he was ready to go ahead, and with a representative of a sign manufacturer, I met Mr.



Second Baptist Church, Rochester, N. Y.

Rust and the trustees of the church and a contract was drawn up.

They ordered two signs to read C O M E, in three foot letters, and to be mounted high up on the tower of the church, a large stone structure on a prominent corner.

Mr. Rust was enthusiastic and informed me that he intended to preach a special sermon on the Sunday evening when the sign was first lighted, giving his ideas on the subject of "The Illuminated Invitation." This he did, and the arguments he advanced were so strong and personal in their plea that we believe the sermon will aid us materially in closing other church sign business.

The following abstract of Mr. Rust's address covers the main arguments advanced, and should be interesting to any other clergyman who is considering the advisability of installing electric signs or other display on his church:

THE ILLUMINATED INVITATION

Text, Matt. 11:28—"Come unto me."

On the top of our church tower, as you have seen tonight, there shines forth the significant word, "COME." No word more appropriate could be placed there, for the church of Jesus monopolizes this word in its highest and best meaning. It is a common word in the home, in business, and in every day life, and yet it has an uncommon meaning when fully understood.

This word, "COME," which tonight is shining forth from this tower epitomizes the Gospel of the Lord Jesus. I have in my mind gone around it and around it, and the longer I travel thus the more beauties I behold, the larger in its meaning does it become, and I stand here tonight to declare that no word could be placed on a church and lighted with electricity which could better express the inner heart of the gospel than this one. Long may it shine forth

from this corner. May its meaning find an entrance into thousands of hearts who would not think of it seriously if it had not been placed there, is my prayer.

The Gospel needs to be brought out and illuminated. The world buries it under the rubbish of sin, and pleasure, and commercialism. The church of Christ is called to bring it out, make it alive by electric light and place it aloft, where all may see it. This we have done. We are not ashamed of our Gospel. There is no reason why we should keep it hidden. We have no desire to box it up and put it in the church cellar. We heed the Master's injunction to proclaim it on the church top, to let it shine forth from the tower, to call the attention of the busy passerby, the man and woman absorbed in the things of earth and sin, and ask them to look aloft and perceive our Gospel invitation.

There was a time when the church was obliged to meet in secret in catacombs or places hidden from the view of man. She did not dare raise a sign of her meeting place. She feared to invite. Now, the world outside of the church allows her to meet all she chooses, and tolerates her so perfectly that thousands forget where she is. It is not a question as to whether the church has a right to advertise her truth and moral wares or not. It becomes her duty to ask the attention of mankind to her Lord, and his unparalleled benefits to be had for the receiving and appreciating.

Our motive is the highest. We are not here to enlarge ourselves, to fatten our own spiritual or material pocket-books, or to add glory to our name, but, on the contrary, we are here asking the world to come and be blessed and helped.

Must the lighthouse argue to secure a reason for being lighted? Surely not. It is our duty, in view of our message to men, to show them where we are and ask them not to pass by, but to anchor close in to the haven. We will light up the sky with our electric signs and ask those who have been allured or might be, to *come*, COME with us, and they shall be saved from wreck to noble manhood and womanhood. We will light up the channel where moral safety is insured.

"COME" illuminates the Gospel of

Christ. We have not placed it there simply as an electric sign, calling people's attention to our church services and giving them a cordial invitation to come in. It is there for that reason, but not only for that. Not only have we illuminated the word "COME" and made people see it, but this illumination of the word "COME" is really a lighting up of the truth of the Gospel. It is a sign that illustrates the meaning of Christ and His message to men. It stops the man of the street immersed in the cares of life, the youth of the city bent on pleasure and perhaps sin, the humanity of the day, and calls their attention to the fact that there is more in the Gospel than we realize.

May I declare that the message of Christianity has been misunderstood. People have been in the dark regarding it even after 1900 years of light. While every person in this enlightened land has some sense of its significance, yet it is a dormant conviction, it needs to be aroused. Other attractions have turned the eye away from the Gospel, and man needs to have something turn it back. We have placed this sign there purposely. We want it to illuminate this corner here. Yes, we want it to advertise this historic church. We want it principally, however, to illuminate the Gospel, to make men see the glories of our Christ, to give them a right understanding of our Heavenly Father. We believe that a study of this word "COME" will do just this thing.

This is no shoddy shop, characterized by

ostentatious show, courting public gaze, and asking men to behold the glitter of religious tinsel. We offer no excuses or apologies for placing this electric announcement on such a conspicuous portion of our majestic tower. The sign is not greater than the goods. We have no cheap bargains, deceptive and transitory, to palm off on a gullible public. We have with forethought and intelligence, bearing every mark of sincerity, hoisted those electric invitations to their places, asking every person of every walk in life, the lowest as well as the highest, and the most cultured as well as the most illiterate.

These signs signify a bona fide proffer of moral and religious values, good to use a lifetime, good for every day. Come and examine; come and listen; come and see for yourself. We believe we have at this corner what you need, what your heart craves at times, what you must have to make life livable, and to give you moral stamina for the battle of existence and progress. These signs announce the fact that the church of Jesus Christ is still in business, that we have what all men need, that we are here to serve mankind.

Our corner has been in the darkness, in conspicuous contrast with its surroundings. You did not know that we were here. You passed us by without being aware of it. Now, our corner is light. No place is more sightly or more attractive.

We are interested in you. We have lifted up those beautiful illuminated invitations simply to let you know it.



A Dollar Idea

By W. W. Ferris

Syracuse Lighting Company, Syracuse, N. Y.

IN nearly every city we find owners of buildings who will not allow their tenants to put out any kind of a projecting sign. In such cases the window can be used to good advantage. Equip a lamp of high candle-power with a strong focusing reflector and a skedoodle flasher and train it on the window from some point in the centre of the room. Inside the window arrange a curtain or transparency sheet bearing the ad. The intermittent glare from the inside of the building will attract attention and the sign can make its impression.

Combined Churches to Advertise

In the New York Evening Post of October 19th, there appeared the following announcement:

THE CHURCH TO ADVERTISE

Will Start a Countrywide Campaign, to Reach the People

After the fashion of big business advertisers, the combined Protestant churches of this country early in January will begin a campaign of advertising social, racial, economic, and religious problems which imperil American life and American institutions. The advertising will be in newspapers, magazines, periodicals, and books, and on posters and billboards.

Advertising will be inaugurated under the Home Missions Council, representing a membership of about 18,000,-

000, and a constituency of 40,000,000 or more. It will be directed to the public at large; and such topics of the labor question, the immigration problem, the negro problem, and conditions in city and town will be discussed in the advertisements.

The campaign will be conducted under the general supervision of the Rev. Charles Stelzle, superintendent of the Presbyterian department of church and labor.

Communication with Mr. Stelzle confirms this report and develops the further information that the proposed campaign will be partly national and partly local in character. The various clergy will, therefore, be particularly interested in the subject of electric advertising at this time.

"Publicity Powder and Shot"

(From *The Electrical Times*, London)

How to Light a Gas Fire

First, light a taper, then BEFORE applying the taper to the fire, turn on the tap for an instant—to allow the gas to displace the air in the pipe between the tap and the fire—turn the tap off again, and then, after a second or two, apply the lighted taper to the center of the front of the fire, midway above the burners and inside the fire-clay fuel, and again turn on the tap.

The fire should then light with a blue flame, and burn quietly. If the flame is yellow or white, and burns with a "hollow" roaring sound, the gas should be turned off and relighted, so as to obtain the proper flame. A fire lighted the wrong way gives little heat, while the burners and fire-clay become choked with soot.

(Extract from a circular recently issued by the Gas Light and Coke Company.)

How to Light an Electric Fire

TURN ON THE SWITCH

In order to fill up the vacant space let us add:—

No Tapers.

No Matches.

No Waiting.

No Poisonous Fumes.

No Yellow Blue-Bang.

No Hollow Roaring Noise.

No Relighting Necessary.

No Wrong Way to do it.

No Choking Burners, No Soot.

No Nonsense About Electricity

The Man Who Can't See Competition

A Talk with J. G. Barrett of Newark, Ohio. His Views of Eighteen-Cent Natural Gas

BY EARL E. WHITEHORNE

OUT in Licking County, Ohio, natural gas is a home product, and taken as a matter of course. Gas wells with their picturesque structures are a common sight and the farmer rejoices in a gas lease that defies rainy spring or early frost. In the towns gas has heated the houses and cooked the food for a good many years and for light has been as inevitable as the sun itself; for in Newark, for instance, it costs 18 cents per 1000 cubic feet and in Granville only 8 cents. There are few people, therefore, who are not brought up to enjoy the advantages of gas, even though with curses, and to regard it as a part of their daily lives.

In Newark, however, a city of 20,000, there is a man named Barrett—J. G. Barrett, General Manager of the Licking Light and Power Company—who has a way of crowding back the gas man that is changing the after-dark complexion of the town and giving the people a new idea of the words public utility service. Barrett is an optimist, one of the born-that-way kind and can't help it. Some people say: "Newark is dead. Since the factories shut down in the panic, we have never

gotten up speed again. The town is dead. What's the use?" "All right," says Barrett, "just so much more prosperity when we wake her up, and she'll be moving around in a few days. Cheer up."

One day I dropped in on Barrett and told him I wanted to write a story about natural gas competition and how the real competitors compete. Barrett said: "I will tell you anything I know but you can't learn anything about gas competition from me. There isn't any such thing. Why gas doesn't compete with electricity — here, look at the dictionary." He looked up the word competition and here is what it says:—

"Competition — the act of seeking, or endeavoring to gain

what another is endeavoring to gain at the same time; common strife for the same object."

And underneath the definition was the quotation:

"There is no competition but for second place."—Dryden.

"There you have it," says Barrett, "you can't get around that. Let me tell you something. The



J. G. Barrett

idea that a monopoly makes good business is a fallacy. Give me a town where the people have grown up with a gas company and are used to doing business with a public service corporation. The cheaper the gas the greater the public dependence on such service.

"If central station men, contract agents and solicitors will learn to feel that we have absolutely the best medium for light and power that is known to man today, one that can be utilized in many forms in which neither gas or water can be utilized, they will forget gas entirely and never recognize it as a competitor. They will get to that point where they will believe that gas is not a competitor.

"True enough, we both sell light, the gas company and the central station, but so do the grocer and the butcher both sell food, but nobody considers them competitors.

"One of my strongest points in verifying my statement in regard to gas as a competitor is the fact that we have a gas company in the same building with us, just next door, who sell 18c gas which probably costs them 3c, and still use electricity for illumination and for ventilation in the summer. They have nothing that will do the same work, and if their gas will not do this work for them, how will it do it for anyone else?

"It is only a question of our going out to the gas consumers and saying that we will give them something better for the same amount of money, and ask them instead of going to 58 West Main Street and pay-

ing \$1.00 to come to 56 West Main Street and get better satisfaction. I am told that this gas company has something like 2000 bills that do not run over 18c and there are actually 1500 to 1800 of these people who kick and say they did not use it. The hardest prospects to get at are not those of the merchant in his place of business, but the merchant in his home. He knows of necessity that he must use electricity in his store for he cannot have good trade, and good employees, unless he has a perfectly illuminated store and a perfectly ventilated store; but he thinks that at home he can economize.

"You see I can't talk competition to you. I don't believe there is any. Some people eat more bread than they do meat, that's all. We show them that it is a mistake."

So I dropped the subject and asked him questions about his ideas on public policy, the merchandising of current and his schemes for converting gas consumers to the true light.

"I believe the troubles with public utilities will never be entirely eliminated," said Barrett, "until we have that greatest asset that any public service corporation can have, —good-will. We must make the public understand that since we can only manufacture electricity if the people want it, public confidence and support is indispensable. We try to make our people feel that we are interested in the growth of the city and that we depend upon every citizen becoming our customer sometime.

"But you have got to know the people and the people must know you. Make some kind of an impression on every man you meet and make him associate you with elec-

tricity. Don't let one of them forget you. If you can't make an impression on a man any other way, when you greet him squeeze his hand till it hurts, and the next time he sees you he'll say, 'There's that electric light man with the iron hand.' He may not like you for it, but he'll *know* you, and that's a start.

"Treat every customer and prospect like a personal friend and when a man comes in to kick talk to him man to man and show real interest and before he leaves the office get him back in the stock-room and show him how a motor or an arc lamp works, just to entertain him. He will forget his troubles and go away with a good taste in his mouth. And some day he may buy a motor, who knows?

"One thing of very great importance is the appearance of your place of business. Put samples of all the material you manufacture or sell in the window and arrange it in an



HAVE YOU NOTICED

The Good Store and Window
Illuminating Being Done with
TUNGSTEN LAMPS AND
HOLOPHANE REFLECTORS?

Why not make your store like these? We have the assistance of the Holophane Co.'s Corps of Engineers, the best in the Country to assist us in planning your illumination. Let us give you a proposition on lighting your Store—Properly and Economically.

IS YOUR HOUSE CLEAN?

THE LICKING LIGHT and POWER CO. OF Ohio

FOR ELECTRICITY ONLY

Electricity for electric lighting	7.71	\$	1.77	G	YOU
Electricity for power heating	1.18	\$	1.12	Do	GET
Electricity for street lighting	1.17	\$	1.84	Do	NOT

UNDERNEATH AS WELL.

LET US SHOW YOU FREE!

Amount Due Electricity Payment

The Licking Light & Power Co.

By 1.77

IF NOT PAID ON OR BEFORE THIS BILL WILL BE PAID

Have purchased Electric Irons since July First. This is surely Proof of their Good Qualities. For the next 10 Days we will sell the Regular 6 Pound Iron for

\$3.75

THE LICKING LIGHT & POWER CO.

Bell 237
56 WEST MAIN STREET
Citizens 237

Do Not Destroy

This is Your Electric Bill

Mr. John Jones,
56 West Main St.,
Newark, Ohio.

How Mr. Barrett makes his bills sell more current. The bill is made out on a card and slipped in a folder advertising some special monthly offer

attractive manner. One of our greatest stunts along this line is the burning of tungsten lamps with the highest type of Holophane focusing reflectors across the front of our building. When you get the windows and display fixed up, have something new every week if you have the money,—if not, every month. Absolutely twelve times a year have something new. Keep the people talking about your business and talk electricity yourself wherever you are. Talk electricity and it is easy to sell it.

"Above all insist on courtesy and politeness to everybody from all hands, on all occasions and under all circumstances, and it is up to the Boss to set the pace himself. And when I say politeness, I *mean* politeness, real politeness, not sham politeness nor half politeness. I have always found that every customer looks for it and expects it, the fifty cent as well as the three dollar a month kind. It is the cheapest commodity we have and is so far-reaching that no mathematician can compute it.

"It is very important to keep a man in the office who is well posted on everything that you have on display. And never have any 'complaints.' People may tell you that the service was a little bad last month, but while it is really a complaint, call it something else. I do not like the term 'complaint.' Call it 'interrupted service,' or something like that.

"I think the discount is a very good thing. We get about 80% of our customers in here during dis-

count days and we take advantage of it. The only people who do not come in are the large manufacturers. In the big stores and business concerns, while the proprietors do not come in themselves, the foreman of some department or the book-keeper comes in. We have some one in the office who understands the business and who gives all kinds of information so that customers who do not feel like asking questions don't have to. They seem to be afraid of displaying ignorance in electrical matters if they ask questions, so the best thing is to put the matter before them so they will not have to ask questions. We make discounts of from 10 to 25% on electrical devices during discount days and it sells apparatus and current.

"Every month we make some special offer by reducing the price of a heating or cooking device, which can only be gotten at that price at our office during discount days. This is done in order to get the people interested and they come in and ask questions. The next month perhaps they will ask about the device we had shown the month before, and they usually buy it in the end. I would rather give away an article than sell it way below cost. If you have to give it away say, 'Here is a present for you,' but never say, 'We are selling this way below cost,' for the customer will say to himself, 'I wonder what's the matter with it.'

"I think demonstration work is a good thing, too. I would never have believed that a two-candle-power lamp could be made to show the

brilliance of a sixteen-candle-power lamp if I had not seen it demonstrated. In order to bring this subject before the people, we have a little room of our own all fitted up with Holophane Reflectors and we do our own demonstrating right here in this office. At the first series of general demonstrations given in Newark, the first night we entertained the newspaper men and they gave us a boost. The second night it was a little slow on account of the newness of the thing, but the public gradually became interested, and since then the contractors have secured contracts for wiring five old houses and we have sold four chafing dishes.

"In regard to tungsten lamps, you positively cannot give satisfaction to your customers unless they use proper reflectors with tungsten lamps. I would as soon think of hitching a team of mules to a hearse as to think of using tungsten lamps with anything but Holophane Reflectors. And since the best business from now on is to come from tungsten lamps, we keep it in front and talk it all the time. And when you do talk, talk candle-power and not watts, as the majority of people do not understand the term watt, but do understand the meaning of candle-power.

"One thing the central station man must never forget—the public wants more than good reliable light and power, they want and expect good service. A man gets used to good light and never notices that it is good, but he does notice good service from the company and the indi-

vidual company employees; that is, courtesy and promptness in handling business. And no opportunity to impress this good service on the mind of the customer should be overlooked.

"A good friend of ours became interested in a vacuum cleaner recently. He told me that if I would have two base-board outlets put in for him, he would buy the cleaner and use it. I sent for a contractor and had the work done. In doing any such favors for our customers, I always get a bill from the contractor for his work, approve it, and turn it over to the book-keeper. A bill is then made out to the customer at exactly what it would cost him, marked with red ink, 'No Charge.' This the customer will file, and some day, probably three or six months after, he will run across it. Perhaps this same customer may come in with a complaint later on. By referring to our books we can show him that he has not been mistreated, as we have actually given him, say \$20.00 worth of material and perhaps he has actually used in electricity \$50.00. Deduct the \$20.00 from \$50.00 and it will leave us just \$30.00, so he sees that we have not made very much on his business, but have used him as an advertisement.

"It is understood that we never do any wiring. If we have any wiring to do about our own office, we call the contractor and let him have the benefit of it. I would not like to get into the wiring business, but if it is necessary to protect ourselves, of course, we can do it.

"When I first came here three contractors and this company were handling lamps. I asked them to let me handle them entirely. I had run across several cases where customers had gone to contractors and bought tungsten lamps and if after two weeks or so the lamp had broken the customer goes back to the contractor and tells him about it, for he had had the lamps once and he must have them again; but if he cannot get them redeemed he is going to feel sore at the electric light company. He asks why the electric light company does not handle the lamps. He claims that he is their customer and they ought to do this.

"Now that we handle the lamps ourselves, when such a case arises, and we feel that the customer is justified in feeling peeved, we send the new lamps and he gets a bill for the full amount marked, 'No Charge.'

"I have one consumer who told me that he thought this a very good way of showing a customer that we are making him a present, and this very man was one of the worst knockers when I first came here.

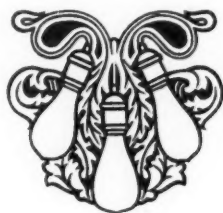
"I am not much in favor of 25-watt lamps, but merely use them in

order to get the 50c customer in line. If they provide the proper reflectors, we furnish any one or two rooms in any residence which customers will wire, and if at the end of 30 days' free trial the bill is too high,—out they come, and we stand the loss of the lamps. However, there is practically no loss, as we keep turning them over, and the next month they go into some other house. Perhaps two or three of the lamps will have to be renewed free of charge, and when the customer comes back for renewal, we try to talk him into 40-watt lamps, which are more profitable for residence work. We merely put out the 25-watt lamps in order to get them started, but we soon lead up to the 40-watt. The greatest difficulty is in making them see that it is really worth the change.

"It is just such little touches that impress the customer with the excellence of the service, and excellence means mainly promptness and courtesy."

"And there is no such thing as natural gas competition?" I said.

"No," said Barrett, "where did you ever hear that word? I don't know what it means."



An Experience in Quarry Pumping

BY W. JOSEPH KYLE, COMMERCIAL ENGINEER
KANKAKEE ELECTRIC LIGHT COMPANY, KANKAKEE, ILL.

IN no class of electric power installations is the necessity for experience, judgment, and the ability to "think-on-your-feet" more in demand than in handling quarry pumping propositions. Such business is, of course, extremely profitable for the central station, and oftentimes spectacular from the standpoint of advertising, but there are so many conditions, peculiar to each case, such as drainage, self-contained springs, effect of rainfall, and the like, that it requires very careful treatment.

In a recent installation in the McLaughlin & Matur Quarry in Kankakee, the most difficult thing I had to determine was the amount of water which entered the quarry, for at times the steam pump was working up to its full 1500 g.p.m. capacity, and again they would slow down and barely turn the engine over. I, therefore, had to devise some means of getting at the amount of water the old pump was delivering in 24 hours, for there was no water meter available, without purchasing a new instrument, and I did not want to go to that expense, if it could be avoided.

It occurred to me that if a butterfly throttle valve was put on and an old beer barrel rigged up for a float, I could operate the steam pump from the water level of the sump. In this way the pump would work at approximately constant speed, and counting the strokes and knowing the length of the stroke and the

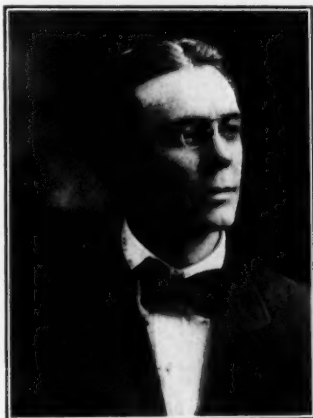
diameter of the water cylinder, I could determine the volume of water delivered. I found that the water delivery amounted to 528,000 gallons per 24 hours. The coal cost for operating the steam plant was \$216.00 per month, and a night foreman made an additional expense of \$50.00 per month, bringing the

total cost figures for operating up to, roughly, \$266.00 per month.

I had my proposition planned, and decided that the centrifugal pump proposition would be the best. I set down the usual formula:

$$\frac{\text{Head} \times \text{g.p.m.} \times 8.33}{33,000} = \text{Theoretical hp.}$$

and as the average of these pumps is 50% efficiency, I found that in 8 hours 30 hp. would pump out the water that would run in in 24 hours. The apparatus which I selected for the installation was a Cutler-Ham-



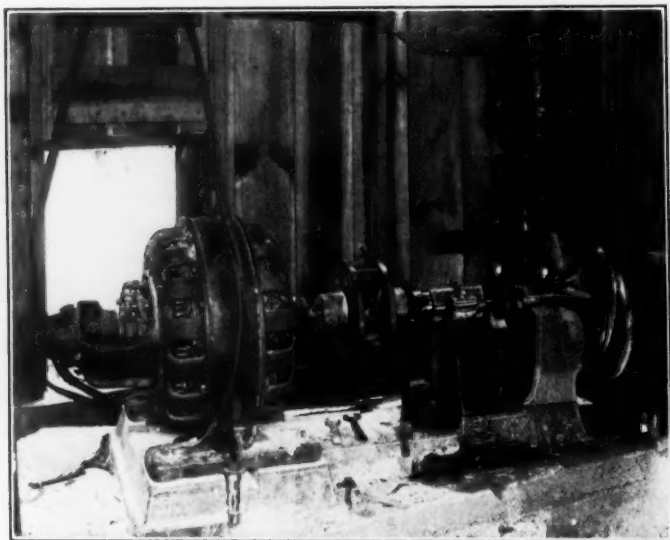
W. Joseph Kyle

mer (Bulletin 35) starter with a ball float controlling the magnetic circuit; a 30 hp., type H. F. Westinghouse 3 phase induction motor, and a 6" American centrifugal pump.

I then took the matter up with the pump people and they built what I wanted. This gave me my price, and I was ready to say something to my prospect, though in all I worked on this proposition about two months before it was closed.

had "better take that toy back," claiming that it could never pump their quarry dry. The men reported it to me and the next day I went out to the quarry. The customer greeted me with a smile, and said, "What are you going to do with that toy over there?"

I said, "We will try to pump the quarry with her, and in the meantime we will smoke a cigar and look it over," and we did.



The Motor-Driven Pump, McLaughlin & Matur Quarry, Kankakee

During the period of my negotiation, the steam pump drove her steam head out, the quarry filled with water, and operations ceased for three days. One of the firm had to make a 200-mile trip to the pump factory on a Sunday to secure repair parts, which helped me a little. Still, I had to work hard on it, though the maintenance of this pump has always been high.

When the pump was delivered the customer told our men that they

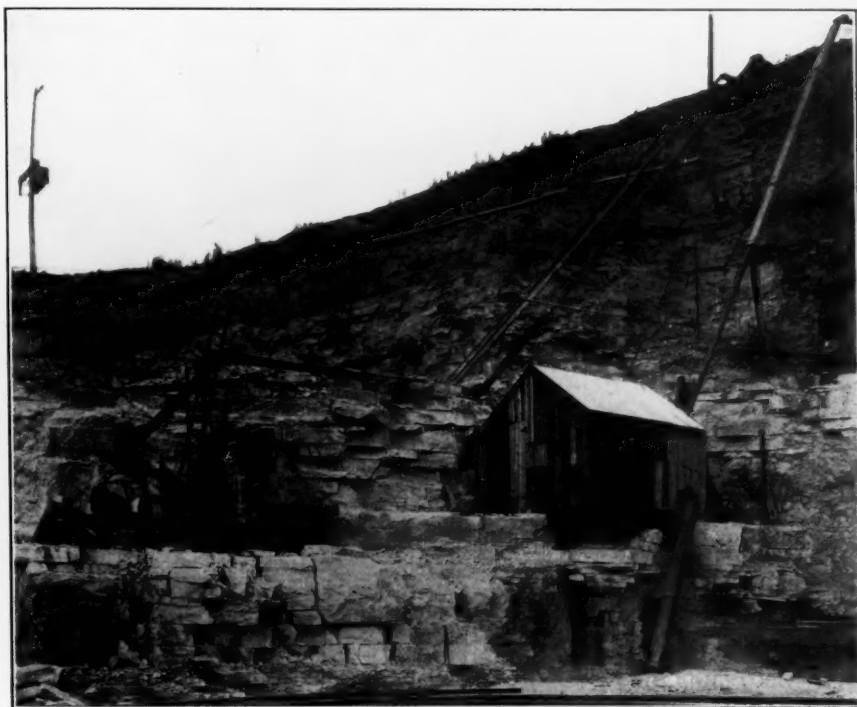
He seemed very much afraid that the motor would not do the work, but I told him that if it refused to do what I said it would do, we would take the apparatus out without any cost to him. That settled it, for he made up his mind at once that the pump would do the work.

The installation was made, and I set the ball float so that as soon as it had been idle one hour the pump would start up, and it required 28 minutes to pump out what had

drained into the sump in that period; then the switch cut it out.

The owner of the quarry was like a child with a new toy and was delighted with the results, but said that he would place the steam pump alongside the electric pump in case of a failure. The steam pump still remains partly dismantled, as shown

next bill covering the period from October 26th to November 25th was \$151.25. We had a great deal more rain during the second month, which accounts for the increase in the size of the bill. The estimate for average conditions given in my proposition to him was \$140.00 per month for power. The customer



View of the McLaughlin & Matur Quarry, showing the partially dismantled steam pump and a shanty in which the electric pump is installed. They began to dismantle the steam pump after the motor had been in service 24 hours

in the picture, and I asked him the other day why he had not moved it as he originally intended. He said the electric pump was working too well to justify that much trouble.

The suction lift is 18 ft. and the discharge is 52 ft., and the pump delivers 1100 g.p.m. The power bill for this service from September 15th to October 26th was \$51.00. The

seems very satisfied, and says it is the only way to pump water.

After I had my figures on this outfit I wrote a letter to another quarry man in town, telling him the story of the McLaughlin & Matur installation and asking him to watch the results. In about ten days I had sold him the same kind of an equipment.

Raising a "High Bill"

How They Satisfy Complaints in Springfield, Ohio, by Increasing the Installation

By A. LARNEY

THE owner of the leading theatre in Springfield, Ohio, insisted upon being favored with a better rate than the regular schedule, in consideration of the size of his installation. This consisted of a double-faced sign reading, "New Sun — Vaudeville," as shown in the accompanying illustration, and a fairly ample interior illumination. He felt that his bills were too high, and threatened to put in his own plant.

There being no good reason for sacrificing the profits from his business, it was decided that the best thing to do was to overcome the difficulty, if possible, by increasing the consumption to a point where the sliding scale would give a more satisfactory rate. The display feature promised greatest returns, therefore the Springfield Light & Power Company proceeded along these lines, but as the house was already using the large electric sign, the owner was loath to consider any further extension in this respect. By submitting data, however, showing a corresponding increase in receipts, resulting from extensions in display lighting for similar enterprises else-

where, together with photographs of some striking outlines, they were able to create an interest in the proposition that promised further consideration. Also by convincing him that he would secure the desired rate and at the same time make his building stand out in direct contrast with anything in his locality, and by

dwelling on the additional prestige which would be created by such commendable enterprise on the part of the management they were able to secure a contract for outlining the entire building.

With the sign and building outlines, the only remaining available space for additional display was the

roof. Therefore without the request or knowledge of the prospect, a nicely colored sketch was drawn up showing the sign and outline in service on the building, and with the further addition of a spectacular moving attraction, a rising sun, expressive of the name of the house, "The New Sun." The sketch was presented and made a decided "hit," bringing the immediate order for the entire outfit.

The net result of this follow-up



A. Larney

sales effort was a large increase in revenue, thoroughly satisfying a complaining customer, who thereupon abandoned all plans for an isolated plant, and signed a long term contract. The benefit derived for the company from having all branches of the display business represented on the same building, as sign, outline and spectacular effect, was also no small consideration, as it was a very striking example to the merchants of what electric advertising may accomplish.

This experience bears out the wisdom of offering the best you possibly can for the best interests of your prospect, irrespective of his first attitude or inclinations in the matter, for there are more by cutting his bills and your ways of pleasing a consumer than profits.



Sign, Outline and Moving Attraction on a Springfield, Ohio, Theatre



A Dollar Idea

By George R. Jones, Purchasing Agent
North Shore Electric Company, Chicago, Ill.

WE sell toasters, tea kettles, etc., to such of our employees as have houses of their own at cost (or a little below) with the understanding that each shall urge his wife or relatives to make use of them whenever they have company.

This scheme has "brought home" very tellingly the advantages of these appliances and has caused a good-natured social rivalry among a large section of the ladies in our towns. This has resulted in the sale of more toasters during the last month than we had sold the previous six months, which is proof of its value as a sales scheme.

Our Business and Yours

Church Advertising

ON another page is an announcement ("Combined Churches to Advertise") that should be taken seriously by every central station sales manager in the United States. There is, of course, a natural inclination, when a man hears of such a scheme, to say, "Oh! well, I suppose they think they are going to do a whole lot, but I don't expect to see it strike my town. They may spend the money, all right, but I don't see how I can get any of it."

At first blush—yes, it may look that way, but take it from another angle. If the combined Protestant churches have decided that the time has come for them to advertise and if they have actually appropriated money and formulated a plan of campaign and set a date for the work to begin, why, that in itself is a victory for the central station. You, Mr. Sales Manager, can go right down to the Rev. Dr. Conservative, and tell him that his ideas on the impropriety of advertising religion have been overruled.

True enough, every clergyman and every board of trustees will still continue to regulate the affairs of the individual church and cannot be coerced. But the prestige of

the central authorities is naturally large, and such a movement on the part of the Presbyterian Department of Church and Labor in co-operation with the other Protestant denominations will have its effect all over the land.

Perhaps the scheme does not contemplate any local activity in your city, and the local clergy may be quiescent. Here is a chance to work up their enthusiasm and possibly secure a part of the appropriation. At any event, this news furnishes the central station with a pretty effective answer to the objections of the over-conservative clergy and serves as an opportunity for making an energetic drive for better church illumination inside and out.



Just Between Ourselves

CONVENTION demands a certain number of New Year's plans and resolutions. We all consider ourselves exceptions, but it is no use, we cannot get away from it.

Now, here's a suggestion, between friends. The first of January is a good time for every central station sales manager to throw in the high gear and start up the hill with the whole force working together and

enthusiastic. And the best way we know, to stimulate individual thought in your men, and ingraft a bit of vigorous competitive strife, is to subscribe to SELLING ELECTRICITY in the names of every one of your men who comes in touch with the public.

Send the magazine to their homes where they can read and digest at their leisure and understand. The office copy will do for reference in salesmen's meetings.

Your men cannot know too much about getting business, and the only way they can keep in touch with the methods and successes of co-workers in the field is through this magazine. We know this because central station men tell us so.

A letter came in today saying:—

"Send me two copies of all issues during 1909, and hereafter mail us two magazines instead of one. We are cutting out the principal points and making one large scrap book of information."

Another man wrote a week or so ago:—

"A portion of Thanksgiving evening was made most enjoyable and certainly instructive for me by reading from cover to cover SELLING ELECTRICITY for November. . . . I got so much out of it, that I could not help but tell you about it. By cribbing and also by inspiration I got four or five good newspaper ads. I filled up one-half a page in a notebook with data I wanted in regard to costs per kwh. for bond interest, etc. I have got a note for my tickler system, for a subject for the next state convention. I got a new idea for trim-

ming a window. Mr. Golding's paper on "Power" fanned up a feeling of confidence, as his ideas coincide with mine. . . . There is no question but that you have a good paper, and are doing as much as any of us to develop the industry from a commercial point of view."

Again we just heard from a man out west, a non-subscriber. He said: "I just saw a copy of your June, 1908, issue. If you can keep up with this standard, I want the magazine every month."

Similar letters are dropping in every little while, and they encourage us to believe that we can help *your* men, too, in *their* work. But unfortunately all this costs money, and we need *your* support as much as you need the news and data we collect for you.

SELLING ELECTRICITY costs you just one dollar a year per subscription. We can guarantee you a profit.



What the Manufacturer is Doing

A SERIES of articles will commence in the next issue of SELLING ELECTRICITY on a new theme, "What the Manufacturer is Doing for the Central Station."

Just forget for a minute all the natural prejudices against such articles, "It is a scheme to advertise certain manufacturers," you say, "a little tease for more space." "Another press agent stunt with a string at the end." "What have the manufacturers ever done for me, except collect their bills?" "Why shouldn't they do something for us? Look at

all the business they get." Etc., etc. Just forget all this, we say, till we explain.

We are all too prone to cheat the devil out of his due, and look on all the other fellow's advances as cleverly concealed moves toward some selfish end, and we fail to appreciate some of the surprisingly liberal and broad-gauged opportunities that are provided by many of the manufacturers without charge or undue obligation.

There are manufacturers who are furnishing central stations with copy and electrotypes for their own local advertising; others provide skilled salesmen who come to a town and practically work for the company at the manufacturer's expense. There are demonstrations of illumination, and electric cooking, and innumerable other benefits

which mean publicity and profit for the central station. And all the manufacturer asks is the reasonable co-operation which will make the work a success *for you*.

"But," you say, "they get it all back in the goods they sell." Quite so, and in the same way that you are repaid for your labors in educating the public to the comfort and convenience of electricity in the home.

So we advise you to read the articles beginning in January entitled, "What the Manufacturer Is Doing for the Central Station." Some of the manufacturers we will tell about advertise in this magazine, some do not; it will make no difference to us. We merely want to point out to the central station man some of the opportunities available to him, through co-operation with the manufacturer.

News and Reviews

Meter Losses

It is often discouraging to the hard working new-business-getter to read of the tests on electric meters which show the amount of lost revenue caused by inaccurate recording instruments. A recent paper read by Mr. C. G. Durfee of Rochester, N. Y., before the Empire State Electrical Association brings this matter of inaccuracy very strongly in evidence. The Public Service Commission made efforts last year to raise the standard of meter accuracy in New York State and some of the companies which installed testing apparatus at the recommendation of the Commission received a severe jolt when the results were tabulated.

One company on testing 414 meters found 171 meters more than 4% slow; while another company, which operated

only 318 meters, found that 242 or 76% of the total number was more than 4% slow. Mr. Durfee spoke of a test on 1000 meters in a large Canadian operating company, which if taken as an indication of the average accuracy of all the meters installed, show that the company was losing \$40,000 per year.

Mr. Durfee, in commenting on these remarkable figures, makes the suggestion that those small companies situated near a large company arrange with the latter for annual tests on its meters, paying for this service at mutually agreeable rates. The Rochester Railway & Light Company is taking care of the meter testing for several small companies near Rochester. It is also recommended for those small companies so situated that if they cannot get a large company to test their meters to take

the matter up with the Electrical Testing Laboratories of New York, and see if the Laboratories would not send a competent tester for this work.

The subject of maintaining meter accuracy is of great importance to the man who sells the goods, and papers like Mr. Durfee's are the best kind of ammunition to start a train of improvement in both the manufacture and up-keep of these central station cash registers.

In this connection the Central Electric Company of Chicago has recently perfected a meter testing block which allows the work to be done with greater dispatch and with no interruption to the service. The system consists of a terminal block wherein special fuse and testing plugs may be inserted for connecting the testing instruments, the whole apparatus when not in use being sealed up in a case with the other meter connections. It is claimed that this apparatus will not only prevent loss by inaccurate registration, but will serve as a safeguard against theft of current.

N. E. L. A. Branch in Montpelier, Vt.

The Consolidated Lighting Company, Montpelier, Vt., reports a company branch of the N. E. L. A. with 28 members. The men are showing a strong interest in the work, and very good papers are being presented at the meetings. Manufacturers' representatives appear before the branch occasionally, and give talks on various subjects.

The Therol System Opens an Office in New York

Messrs. J. L. Nicholson and J. Lawrence of London have opened an office at 30 Church Street in the interest of The Therol Company, and are showing the water heating and cooking system of this company in actual operation. The claims for the apparatus, based on its performance in English installations, include raising the load factor to nearly unity and the possibility of giving a much lower rate for heating, lighting, cooking, etc., at a good profit to the central station. The principle in a nutshell is the continual use, 24 hours a day, of 300 or 400 watts for an average dwelling and a large heat storage which maintains the temperature in the heating

and cooking devices during the time that the current is required elsewhere for lights, washing machines, vacuum cleaners, small motors, etc.

Figures on Vehicle Revenue

In emphasizing the value of electric vehicle charging business to central stations, the Electric Storage Battery Company of Philadelphia not long ago thus summed up the situation:

One electric vehicle earns as much revenue as three residence customers.

One electric vehicle consumes more current in a month than a fan uses in two or three years.

One electric vehicle gives you as much money in a month as a flatiron does in four or five years.

One electric vehicle consumes more current than the average electric sign—and it doesn't come on the peak.

Half the money and effort that has been spent on increasing the business in the lines here mentioned will get you the electric vehicle business that has proved so profitable, wherever given attention, because it makes its biggest earnings in the summer, and the load comes after the peak.—*Electrical Record*.

The Grand Prize at Seattle

The Hot Point Irons exhibited by the Pacific Electric Heating Company of Ontario, California and Chicago, Ill., at the Alaska-Yukon-Pacific Exposition, held at Seattle, were awarded the Grand Prize, which is the highest award given.

Motor Drive in the Laundry

"Motor Drive in the Laundry" is the title of a very interesting pamphlet recently published by the Crocker-Wheeler Company of Ampere, N. J. The application of electric motor drive to laundry machinery has brought about greater cleanliness, better light, saving in power, increased output, saving in repairs, greater comfort to employees and greater flexibility of location of machines. All these items have such a direct bearing on the effectiveness and efficiency of any equipment that no up-to-date laundryman can afford to ignore them. How motor drive has gained these results

for the laundries is clearly outlined and illustrated with half-tones. Two other bulletins have also been issued with a great deal of interesting information on the application of small motors and motor generator sets.

Tough Tungsten Lamps in a Wreck

The collision between a Pennsylvania east-bound passenger train and an empty engine just outside Jersey City on the morning of November 8th resulted in comparatively few injuries to the passengers, due to the fact that the strong frames of the passenger cars resisted crushing. The damage to engines and cars, however, was considerable. One of the steel passenger coaches jumped the track and turned over on its side, denting in the steel plates about 18 inches.

In the lighting equipment of this car were nine General Electric tungsten lamps. It is interesting to note that, after the wreck, when all the lamps were taken out and tested, the tungstens were found to be in perfect condition—a further proof of the rather remarkable strength and durability of the tungsten filament when specially adapted for train lighting service.

A. J. Marshall Lectures in New York

Mr. A. J. Marshall gave an entertaining talk on "The Significance of Public Decorative Lighting" before the New York Electrical Society at its November meeting. His remarks were illustrated by numerous lantern slides of building decorations, street lighting, and a number of views of the Hudson-Fulton illumination. In referring to several examples of building lighting, Mr. Marshall advocated the permanent installation of receptacles and wiring for outline lighting, thereby saving much labor in preparing for celebrations and giving an incentive to more frequent displays. Some stores are now using this form of advertising every night.

In the discussion Mr. T. I. Jones of the Brooklyn Edison Company differed with the lecturer regarding the desirable color for flaming arcs in street illumination, claiming that white light was the best. Mr. Marshall on the other hand favored the yellow and red tones for this service.

The World's Electric Progress

Twenty-five years ago you could not telephone to a friend.

Ride on the trolley cars.

Cool the rooms in hot weather with an electric fan.

Turn on the common electric light.

Send a wireless message to your relatives on shipboard.

Set your watch by an electric clock.

Purchase an electric automobile.

Walk in safety in the city streets in the glare of arc lamps.

Cook by electricity.

Ride behind an electric locomotive.

Do the family ironing out of doors without fire.

Drive all machinery with motors.

Live in a house without a chimney.

Keep warm by electric heat.

Develop out-of-the-way water power and transmit that power to the cities.

Ride on an electric elevator.

Listen to the telharmonium.

Take an electric message or listen to an electric phonograph.—*Nat'l Elec. Contractor.*

S. L. Nicholson

Mr. S. L. Nicholson has recently been appointed General Sales Manager of the Westinghouse Electric & Mfg. Co., and has direct charge over the sales policies of the entire company.

Mr. Nicholson has been with the company for 11 years in many different capacities, as salesman, as district department manager, and as Industrial & Power Sales Manager for the past five years, from which last position he resigned to take the present post. Before coming to the Westinghouse Company he was with the C. & C. Electric Company. He is perhaps best known to motor manufacturers as the organizer and president of the American Association of Motor Manufacturers, an organization which has done much in the two short years of its life to improve the art of manufacturing motors.

Electric Curing of Hams

Electric curing of ham was discussed at a recent meeting of the American Meat Packers' Association. This process is said to be not only cheaper but also to impart

better keeping properties to the meat. The meat is placed in a vat filled with a pickle of sugar, salt and saltpeter, through which an electric current is passed.—*Journal of Electricity*.

Electric Usher Service

In the Cohan Theater soon to be erected in New York use will be made of an electric usher call system connected with every seat so that a patron may call an usher by pressing a button.—*Electrical World*.

New Electric Sign Rules

The new rules promulgated at Dallas, Texas, regulating electric signs meet with the general approval of business men except the clause providing that any sign extending over the sidewalk or alley or public way to a length of more than eighteen inches from the property line shall have at least eight candle-power of lights to every square foot of surface and shall be maintained in full illumination until midnight every night. The objection to the clause is the expense. The commissioner's aim is merely to obtain safety from improper signs overhead and provide adequate street lighting.—*Electrical Review & Western Elec.*

Wave Energy

The energy of ocean waves, per meter of coast line, has been found by Professor Ricardo Salvadori of Italy to be but little over one horse-power per annum, and to recover this one horse-power would require about \$1,000. This high cost, coupled with probable storm damage, shows the impracticability of this scheme for the coast of Italy.—*Journal of Electricity*.

Power Activity in Providence

The Narragansett Electric Lighting Co. of Providence, R. I., has recently increased its force of power experts by two new men. This makes a total of seven men working on power alone. Mr. E. R. Davenport, the sales agent, reports a volume of power business without precedent with his company.

Wisconsin State Convention

The next convention of the Wisconsin Electrical Association, which is an amalgamation of the old Northwestern Electrical Association and the Wisconsin Electric & Interurban Railway Association, will be held at the Pfister Hotel in Milwaukee, January 19th and 20th. This new association was organized during the last summer.

The preliminary program as arranged is a very strong one, and a number of the Wisconsin Railroad Commission are expected to be present and speak. A most successful convention is assured.

Old Time Prejudice Against Street Lighting

Not two hundred years ago, Broadway, New York, after nightfall, was almost pitch dark and infested with rogues and thieves. It was not safe to travel it by night without armed guards and boys carrying torches. Today this great thoroughfare is famous as the "Great White Way," because of the brilliance of its night illumination.

Less than a hundred years ago street lighting was opposed by the very best men of that day on theological grounds as being a presumptuous thwarting of the intentions of Providence, which had appointed darkness for the hours of night. It was opposed on medical grounds, as gas and oil were declared unwholesome, and they argued that it was a bad thing to encourage people to stay outdoors nights and catch colds, pneumonia and fevers. On moral, philosophic grounds it was held that the people's moral standard would be lowered by street lighting, as the drunkards would feel there was no hurry to get home, and late sweethearting would be encouraged, whereas black night sent people home early, thus preserving them from a multitude of sins. They also argued that lights would make thieves alert and that national illuminations would lose their effect if there were street lighting every night.

Seventy-five years ago streets were being lighted with oil and gas. Twenty-five years ago the electric lights were introduced and the systematic lighting of streets began.—*Review of Reviews*.

Electrical Show in San Francisco

An electrical exhibition will be held in the Coliseum, San Francisco, from January 29th to February 5th. The majority of the floor space has already been engaged.

Electrical Show in Toledo

An Electrical Show will be held in Toledo, Ohio, for one week beginning January 1st. It is reported that great interest is being shown among all classes engaged in the electrical business, and though the prospectus is just out, over thirty per cent of the floor space has already been engaged.

The Show will be held in the Coliseum Building. The following interesting information about Toledo is given in the prospectus:

Toledo has twenty-two steam railroads, a population of 225,000, 12 interurban car systems, 412 miles of streets, 672 factories, 112 miles of street railway, 7,000 retail stores, 44 public schools, 42 public parks and recreation spots.

Toledo has had the largest per cent of growth in the past ten years of any city of its size or larger in the United States and is the largest point on the lakes for the distribution of coal, ore and lumber.

Mr. Roy A. MacGregor Becomes General Manager at Connorsville

Mr. Roy A. MacGregor has accepted the position as General Manager of the Light, Heat & Power Company, Connorsville, Ind.

Mr. MacGregor has been well known as an electric power expert formerly with the C. H. Geist syndicate, and for the last year head of the power department of the Easton Gas & Electric Company.

The Connorsville Company operates combined electricity, gas and steam heat plants.

L. M. Olmsted Moves Up

Mr. L. M. Olmsted has been promoted to Assistant General Manager of the Binghamton Light, Heat & Power Company. Mr. Olmsted has been for some time connected with the commercial department of the Binghamton company and has won his promotion on the firing line.

N. E. L. A. Commercial Program Committee Meets

The first meeting of the Commercial Program Committee, of the National Electric Light Association, was held at the office of Henry L. Doherty & Company on November 27th, to formulate plans for the next Convention. There is a strong sentiment in favor of a curtailment in the length of the program next year, so that the principal topics of interest to the industry may be taken up and discussed widely. With this in view, therefore, fewer papers will be presented, and no effort will be spared to bring out a thorough discussion from all members.

The committee will hold its second meeting in Chicago during the week of the Electrical Show, as the guests of H. M. Byllesby & Co.

Electric Club in Denver

An electric club has been organized in Denver by representatives of all the various electrical interests, manufacturers, supply and central station men.

Mr. C. F. Oehlman of the Denver Gas & Electric Co. and Mr. J. B. Griffith of the Nernst Lamp Company were the originators of the club, which now numbers one hundred members. The objects of the organization will be to foster the interests of electricity in all its branches and to provide a means of social intercourse between electrical men.

A cordial invitation is extended to all kindred spirits who may be visiting Denver.

What to Read in the Trade Papers

Electrical Review & Western Electrician, Nov. 13th—"Electrically Heated Household Appliances."

Electrical Review & Western Electrician, Nov. 30th—"Income from Cotton Mills."

Electrical Record, November—"Electricity in the Shoe Industry."

Electrical Record, December—"Electricity for Butcher and Baker."

General Electric Review, December—"The Sale of Motors by Central Stations."

Journal of Electricity, Power & Gas, Nov. 13th—"The Life Hazard and Resuscitation in Electrical Engineering."

Electrical Progress Department

Wholesale Baking by Electricity

Electric ovens of large capacity are now being manufactured by the Simplex Electric Heating Company of Cambridge, Mass., for use in bakeries and in the bread

to those working there. All the advantages of accurate heat control inherent in electric ovens are obtained and if desired a mercury thermometer reading from 200 to 700 degrees Fahrenheit is provided for greater



Simplex Oven

and pastry departments of hotels, restaurants, etc. They occupy less than one-fifth the space required for brick ovens of the same capacity, and as the walls are provided with heat insulating material for increasing their efficiency they can be installed in a small room without discomfort

and economy in regulating the current consumption.

While especially adapted for baking bread, cake, and pastry, the ovens can be used for roasting meat or poultry, and employed in manufacturing establishments as japanning ovens or for baking armature

cores, etc., where a uniform heat throughout the oven is required. The ovens are made in a series of compartments one above the other. Access can be had to any compartment without opening and cooling the whole oven, but shelves and doors are removable so as to accommodate large roasts, etc.

The electric heaters are especially durable, and while easily replaced, will usually last for years. The ovens are built on a substantial iron frame with double walls of galvanized iron. The heat is controlled by switches on a slate panel that can be mounted in any convenient location.

The illustration shows the largest standard oven made. It will bake 80 one-pound loaves in 35 minutes after the oven has been heated, and in less than eight hours 960 such loaves can be turned out. The total energy used, including the original heating of the oven, is less than 80 kilowatt hours—in other words, at the rate of 13 loaves per kilowatt hour. While this is probably a little higher than the cost of doing the same work with coal, the saving in space, absence of trouble, ashes, and dirt, efficient use of the cook's time and the certainty of always securing a first-class product makes the actual balance in favor of electric baking.

Baker Electric Automobiles for 1910

The Baker Motor-Vehicle Co. of Cleveland has perfected a high efficiency shaft drive for its smaller 1910 "electrics" which together with other departures from its older models will assist greatly in popular-

izing this type of car for city and suburban service.

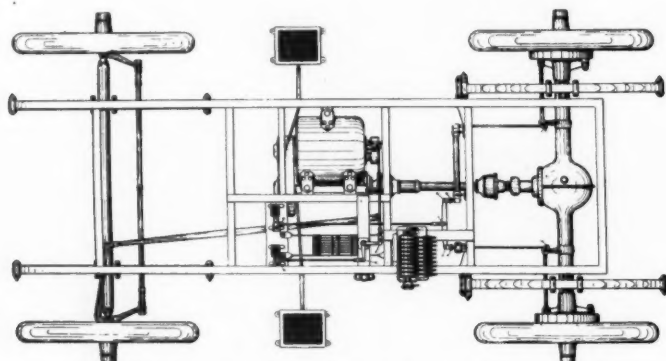
The importance of efficient drive is, of course, very much greater in electric than in gasoline automobiles on account of the limited power storage capacity and the manufacturers claim that in the new shaft drive with bevel gears better results are obtained than with chain drive. The



The Baker Bevelled Gear Drive Runabout

imperfect lubrication, accumulation of dust and stretch of the chain are eliminated and the bevel gears appear to increase rather than decrease in efficiency the longer they are used. The speed reduction is obtained by a Renold silent chain.

The spring suspension of the car body has been improved by a new form of shackle at the rear which assures perfect alignment without the necessity of "radius rods" and their oftentimes objectionable rattle. A series wound motor with drum type controller is used. The controller has a special mechanical lock independent of any electrical connection.



Chassis of new "Baker Electric" from Beneath

The Wesel-Westinghouse Electric Matrix Drying Table

In the daily race against time in the newspaper office, during the last hurried minutes before the paper is put to press, there is a continual demand for additions to the printing-plant equipment that will improve the speed, reliability, convenience, cleanliness, and comfort of the work.

It is claimed that with the Wesel-Westinghouse Matrix Drying Table, "mats" are dried in one-half to one-third the time required by older methods, while a close control of the electric heat enables the temperature to be held accurately at the desired point. The heat controllers by which a very large number of temperature gradations are available, are mounted on brack-



The Wesel-Westinghouse Electric Matrix Dryer

ets beneath the bed of the machine, convenient of access to the workman. The temperature is shown by an electrical thermometer, with an indicator mounted upon an adjacent wall or other firm support.

The superior economy of electric matrix driers over those heated by steam, gas, or other means, lies in the possibility of applying the heat directly to the work, the other parts of the bed being thoroughly insulated against radiation and conduction losses. As a result of this isolation of the heating element, the temperature of the stereotyping room is much reduced, and since its atmosphere is not devitalized and vitiated by burning gases or escaping steam there is marked improvement in the comfort, health, and work of the operators.

Greater pressure is possible by using compressed air instead of hand-wheels, and this combined with the high temperature of the electric hot-bed results in the production of matrices of greater sharpness and depth, and of superior printing quality in much less time than by any other process. The manufacturers state, in fact, that it is possible to thoroughly "done-dry" a matrix in less than two minutes, a speed of operation before considered impossible.

Where the element of time is not so important in drying the matrix, a slower type of heating bed is supplied. Complete with heating elements, this bed is only two inches in thickness, and is designed to be placed directly on the steam-heated bed, making a convenient source of heating quickly available without the delay or difficulty of resorting to steam heat. These electric beds for slow drying perform their service in about the same time as the gas or steam-heated beds, and with the same economy as the quick-drying electric unit.

The electrically heated matrix-drying tables described are made for either hand or compressed air pressure. The manufacturers, the F. Wesel Company, Brooklyn, N. Y., have adopted Westinghouse heating elements for the beds. While no data as to current consumption is available, the makers claim that the expense of electrical operation is lower than by any other method, aside from its important advantages of temperature control and convenience. Some of the most progressive newspapers have already installed the machines.

A New Electric Automobile

The Rae Electric Vehicle Company had a car on exhibition at the Boston Electrical Show last month, which had made a total mileage of fifteen thousand with 150 miles as its record on one charge. This new electric automobile contains patented improvements in motor design and methods of current control whereby great increase is claimed in the mileage obtainable on one

charge. In practical operation 100 to 130 miles per charge is possible, irrespective of the number of stops made during the run. The system of motor control by which these results are obtained uses a normal discharge current, both in starting and accelerating, thereby conserving the stored energy and prolonging the life of the battery.

The "Rae Electrics" have the motor and controller mounted under the front hood protected from possible leakage of the battery, and accessible for inspection. This is a notable departure in electric vehicles. The controller is permanently mounted on the motor, the speed variation being obtained by varying the motor fields without external resistance. Sixteen speeds, from 3 to 20 miles per hour, are provided. "Rae Electrics" can be supplied in victorias, coupes, taxicabs, and runabouts. The home office of the company is in Boston.

Electrical Air Purifying Apparatus

One of the latest uses for electric current is the manufacture of Ozone on a large scale for purifying air. The National Air Filter Company of Chicago has perfected an apparatus consisting of a series of electrodes with sharp brush-like projections which maintain a static electric



discharge playing against a series of glass plates and impregnating the air with pure ozone before it is used for ventilation.

It is claimed that this ozone generator destroys bacteria, germs, etc., which are in

the air, and disinfects the room or building supplied with the ozonated ventilation. The machines are made in several sizes, as follows:

For residences, homes, dwellings, etc.:

Type C—25 cubic feet per hour..25 watts

Type B—250 cubic feet per hour..65 watts

Type A—500 cubic feet per hour..75 watts



For offices, hotels, theatres, hospitals, churches, lodge rooms, and large buildings of every description:

Type D— 1,000 cubic ft. per hour . 140 watts

Type E—10,000 cubic ft. per hour . 660 watts

The above figures are based on 110 volt service connections, the discharge being obtained by a step-up transformer, which gives about 7000 volts at the brushes.

The illustrations show the apparatus in simple form, for use in sick rooms, etc., where pure air is essential.

Ozone has recently been found to completely deodorize stale milk, cream, butter, and the like, and it is claimed that the air purifying apparatus can be used to advantage in keeping creameries free from odor and raising the standard of the product. Other uses of ozone, such as the aging of wine, curing of tobacco leaf, tanning hides, purifying water, etc., all open a new field for the sale of electric current.

A large ozone generator has recently been installed in the Chicago Public Library, which, to quote from the *Pacific Builder and Engineer*, has accomplished the following results:

1. Complete deodorizing and freeing the air of obnoxious odors which had permeated all papers, books and furnishings for years.

2. Reducing of the humidity in the various rooms during oppressive days of summer.

3. Disinfecting of all books, periodicals, etc.

The cost of operation as seen from the above table is in no way excessive, and the application of these ozone generators to public buildings, restaurants, and sick rooms is claimed to give the central station a chance for a good revenue that will more than pay for the furnishing of the generator itself to the customer.

Decorative Lighting Material

Views of the Hudson-Fulton decorations in New York which have been shown in the illustrated magazines have awakened the entire country to the possibilities of electrical street display. A desire for increased illumination in other cities is shown by the orders being received for the material used in the festoon lighting along Fifth Avenue and Central Park West.

The contractors are selling the new type of outdoor socket used in the decorative lighting at about half price and throwing in the wiring. This looks like a bargain.



The Christmas Suggestion

Give her a Westinghouse Sewing Machine Motor and she'll think of you kindly every time she sews. It will put an end to that fatiguing pedaling and make sewing a real pleasure for her.

For sale here in attractive Christmas packages

A Westinghouse Christmas Folder

**Did you ever realize
that we sell 25% of our
Thor Home Laundry Machines
to people who have
not had electricity in
their homes before?**

They want to be free from the trouble and expense of the weekly wash and many have bought machines before they even asked the central station for current.

The home laundry machine is the most attractive inducement you can offer the non-consumer—and our sales figures can satisfy you as to proof. It gets your lines inside the home and the rest follows.

If we can sell them, you can sell them—both to customers and prospects.

Think this over and write to

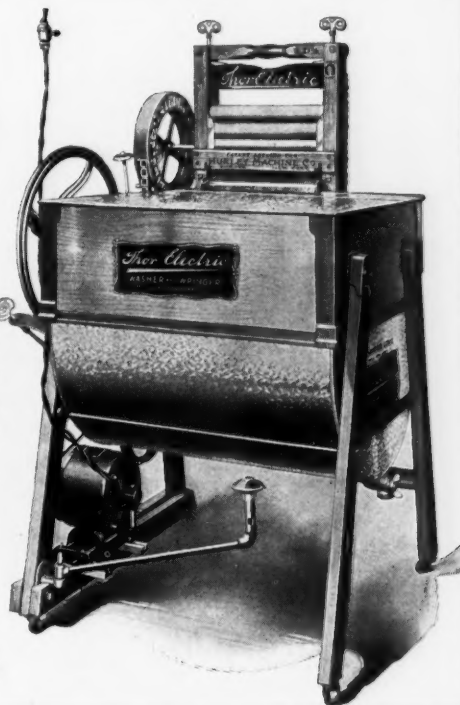
Hurley Machine Company

CHICAGO

Monroe & Clinton Sts.

NEW YORK

Flatiron Building



DID YOU EVER



STOP TO THINK

That the right device sold to a customer advertises you? When you sell a "Simplex" you have a guarantee for Quality and the result of fourteen years' experience in Electric Heating. The enamel method used only in the Simplex Devices insures efficiency and durability with an even, reliable heat where it is most needed. An Electric Iron, Chafing Dish, or Water Cup, all are quick sellers and in design and finish they are the highest. The "Simplex" has become the standard of the world and wants to help you sell. Write for catalog "K" and let us furnish you with printed matter.



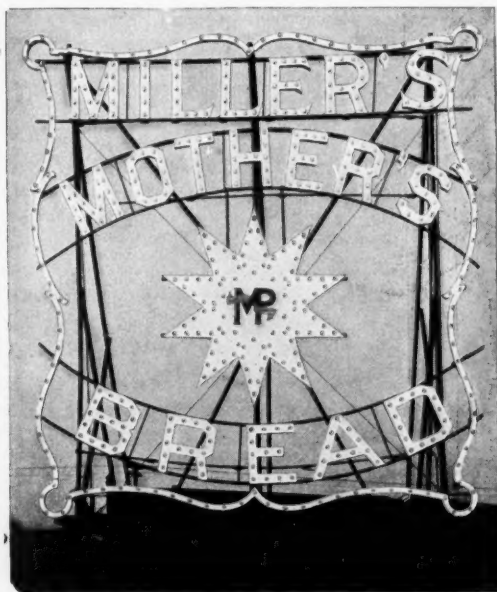
SIMPLEX ELECTRIC HEATING CO.

Cambridge, Mass.

Monadnock Block, Chicago
612 Howard St., San Francisco

Federal Display Signs

An electric display sign advertises you, as well as your products. It shows you are progressive — enterprising — resourceful — successful.



The impression lasts. Everyone reads them. No other form of display carries so much comment. It reaches those who do not even see the sign.

We can carry out your ideas most effectively. If you desire designs we will furnish them.

Write us now for suggestion.

FEDERAL
ELECTRIC COMPANY

LAKE AND DESPLAINES STREETS
CHICAGO

PUT IT UP TO HALLBERG!

The Doctor for the Chronic Kicker



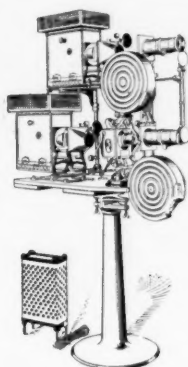
Hallberg Automatic
A. C. Economizer

Hallberg's Low Voltage Systems for Tungsten Lamps—Alternating or Direct Current. A. C. or D. C. Tungsten Signs can now have lamps operated in parallel at high efficiency—far better than the "series-parallel" make-shift. For Factory Lighting, etc., the low voltage Tungstens with their short, sturdy filaments and low price are unsurpassed.



Hallberg's Transformer for
Low Voltage Tungsten Lamps
A. C. Type

Hallberg's Automatic Economizers for Moving Picture Machines are safe, cool, reliable and save money for the consumer. Saving over rheostatic control—Direct Current: 110 volts, 50%; 220 volts, 70%; 550 volts, 90%; Alternating Current: 110 volts, 66%; 220 volts, 82% and besides improves the light on A. C.



Why does Hallberg claim to have the best moving picture machine? Ask your theatre customers or write to Hallberg for interesting data.

If you are interested in the latest development in Flaming Arcs, now is the time to send to Hallberg for information.



Hallberg's Automatic Cut-Out: Series Tungsten Lamps operated without constant current regulators or transformers—run your street and park circuits from the constant potential means.

J. H. HALLBERG

32 Greenwich Ave.

NEW YORK CITY

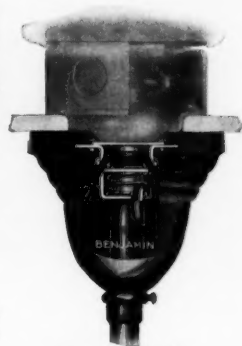
Benjamin TUNGSTEN Shock Absorber

**A Resilient Suspension Fitting for Prolonging
the Life of TUNGSTEN LAMPS in Fixtures**

Cat. No.		List Price	Std. Pkg.
3340	Absorber only, with canopy support . . .	\$0.50	50
3350	Absorber only, less canopy support35	50

For Absorber less top strap deduct 5 cents list.

With top strap, Absorber becomes a hickey threaded to fit insulating joint; with strap removed it may be used as crowfoot. Springs with different degrees of tension are furnished to provide for fixtures of different weights, to wit: 1-4 lbs.; 4-10 lbs.; 10-16 lbs. Canopy is attached to stationary support—not the fixture stem. It is held by a short piece of brass tubing telescoping the casing and fastened to the stationary element—therefore retains its position regardless of the vertical movement of the fixture. The device has enough play to allow fixture to hang plumb. Any suitable canopy with 7-8-inch slip may be used. Prices do not include canopy shown.



Cat. No. 3340

SPECIAL NOTICE.—If specified, this Tungsten Shock Absorber will be furnished with our open and enclosed Tungsten Arcs listed on page 39 of Catalog B-18, without extra charge. In ordering Shock Absorber only, specify the approximate weight of fixture.

WRITE FOR DESCRIPTIVE CIRCULAR AND DISCOUNTS

Benjamin Electric Mfg. Co.

New York

507 W. Jackson Boulevard, Chicago

San Francisco

Increase the Efficiency

**The ELECTRIC CITY
MAGAZINE
Christmas 1908**



of your sales force and educate your public in the proper use of Electricity; present to them all the new and practical devices for use on lighting and power circuits, as exemplified monthly in

The Electric City Magazine

Our proposition will interest any wide-awake Central Station; we will mail the magazine containing **your advertisement on the back cover**, direct to lists furnished by you at a cost so low that it will surprise you. Several leading Central Stations are now using it.

The best season of the year to commence is **now**. Write for full particulars.

Electric City Publishing Company

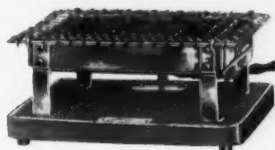
86 Market Street, Chicago

In writing to advertisers, mention "Selling Electricity."

A good many
subscriptions
run out with
the year.

How about
yours?

...THE...
Delco Toaster



With its open grate effect affords a cheerfulness to the breakfast table.

Mounted on white porcelain it makes a dainty appearance.

It is practical, convenient, easily cleaned and insures a fresh, crisp, delicious piece of toast. It is a source of keen enjoyment.

Let your business be stimulated by the inevitable large sale of this popular device.

Diamond Electric Company

Binghamton, N. Y.

Commercial Testing

Comparative Illumination Tests Bring in Contracts

**Meter Tests Prevent Lost Revenue
and Dissatisfied Customers**

**Tests on New Apparatus Before Purchasing
Insure Obtaining the Best**

This Service to Central Stations is Unique and Valuable

Electrical Testing Laboratories

80th Street & East End Ave.

NEW YORK, N. Y.

People Who WANT the HOOVER ELECTRIC SUCTION SWEEPER

No. 6. Ordinary People

The advantage of the **Hoover Sweeper** over all other motor-driven cleaning devices is this—it's **popular**.

Popular in price.

Popular because it's light and easily moved.

Popular because it doesn't clog or get out of order.

Popular, finally, because it can be used just like the old-fashioned carpet sweeper which everybody knows all about.

It is, in fact, a **Sweeper** that brushes the dirt and dust **out** of the carpet instead of grinding it in—an **improved** suction cleaner, light and portable, which gathers up matches, scraps of paper and dried mud as easily as it sucks up dirt. It is so light and easy to use that it is put to work every day—not once a week like the cumbersome vacuum apparatus. It is used whenever there's dirt or dust to clean up—every day. You know what that means in a month's current bills.

From the central station standpoint, the Hoover Electric Suction Sweeper is the **only** cleaning machine. It is low in first cost—which means you can put many of them out. It is thoroughly well made and absolutely guaranteed—which means that you don't have to worry about repairs or dissatisfaction. It is light in weight, easily carried upstairs or from room to room—which means that it will be used constantly.

Hoover Sweepers pay two profits—a profit on the machine and a profit on the current. You can have one or both—as you please.



We want Central Stations to demonstrate and handle our Sweepers.

We want Central Station solicitors to sell them at a handsome profit.

We want department and hardware stores for agents.

The Hoover Suction Sweeper Co.

NEW BERLIN, OHIO

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Do You Know ALL the BEST Ways to Light a Display Window?



One of the Best-Lighted Windows on Broadway. Browning, King & Company's Men's Store



HERE are a good many ways to light a display-window well. The Holophane Company's illuminating engineers have studied the problem for a long time, have specified and installed a good many hundred equipments and can give you valuable hints on how to design installations that are satisfactory to the central station that sells the current and to the merchant who pays the bill.

Variety in the different windows is a good idea. It gives individuality to each merchant's display. If you are in a rut (even if it's a good rut) let the Holophane engineers help you out. Their advice and assistance is free.

HOLOPHANE COMPANY

Sales Department:

NEWARK, OHIO

New York

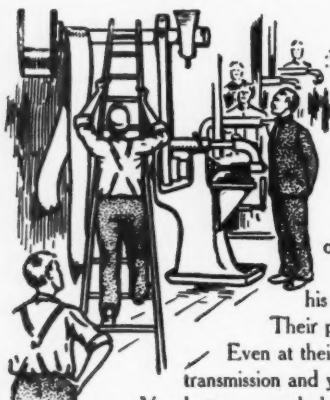
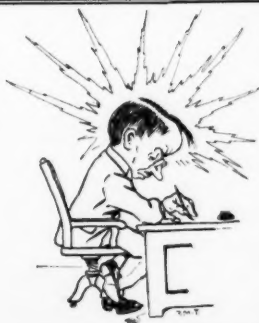
Boston

Chicago

San Francisco

Please remember that DOLLAR IDEAS often sound like Ten Cent Ones to the man who gives them birth.

So send them in On Suspicion and we will apply the Test.



Another Busted Belt

These accidents are probably common enough in your locality and you ought to take advantage of them.

Perhaps the manufacturer thinks they don't cost him much -- but here is his entire force standing around idle and not producing a penny's worth of work. Their pay goes on just the same though whether it's 10 minutes or an hour.

Even at their best line shafts and belts are actually wasting 35 per cent of the power in transmission and you can easily prove it to him.

You better persuade him to discard them and

Equip His Machines with Fort Wayne Motors

They will save this waste and increase the quantity and quality of his work.

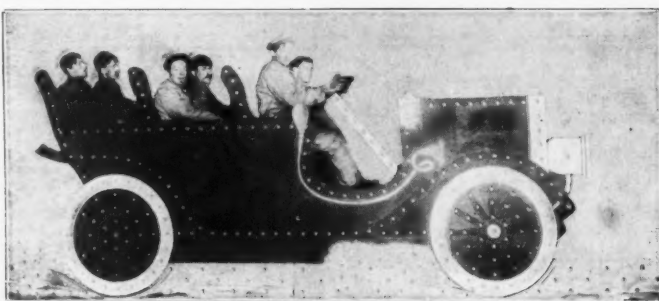
They will decrease his expense because his power will cost only in proportion to the work the motor does. When the work stops his expense stops.

However, there is a lot of difference in motors and since it won't cost a cent more to supply him with the best, by all means sell him a Fort Wayne. Our bulletin "Motor Drives" tells why.

Fort Wayne Electric Works

1604 Broadway
Fort Wayne, Indiana

M6



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704 S. Clinton Street, CHICAGO

High Grade
Steadily Burning
or Flashing

**ELECTRIC
DISPLAY
SIGNS**
and
ACCESSORIES

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Those who want their Christmas presents to be different from the rest—

Those who at this time of the year have something extra to spend on their friends—

Those who are looking for useful as well as ornamental gifts—

Are the ones to whom Central Stations can successfully present the merits of



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The tendency of the times is to make Christmas gifts practical as well as ornamental. G.E. Devices can be furnished in styles to satisfy the most discriminating tastes. The Chafing Dish and Percolator are especially attractive. All G.E. Devices will stand the severe wear and tear of the ordinary household. As Christmas gifts they will be lasting reminders of the donor's good will.

An Electric Christmas

Every well-directed effort to popularize G.E. Heating Devices for holiday giving will be amply rewarded. From the sales you make at this time you will reap a profitable revenue for many years to come.

We are prepared to help Central Stations make this an Electric Christmas. Ask to-day about our special aids for Christmas selling.

General Electric Company

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Principal Office:
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Sales Offices in
All Large Cities
2317

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If you have a Post Problem write us for the answer based on our 15 years of experience.

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.. IS YOUR SALESROOM ..
TEMPTING IT YOUR WAY?



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We make Art Glassware that sells. Pioneers in this country, every piece that leaves our factory is backed by the Reputation of Years

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Best Stock at the Best Price
Write us to Show You How**

**UNIQUE ART GLASS AND
METAL CO.**

46 Park Place, New York



The Buckeye Field Force

TWENTY-SIX traveling salesmen, three branch offices, six branch stocks, twenty-three well-stocked jobbers at convenient shipping points—these represent the Buckeye field force. Wire us any afternoon and we will have a representative sitting on your step when you get down to business in the morning. And this representative will be fully equipped to handle any knotty lamp problem you may offer him—his information will be complete and concise; his promise, made in our name, will be kept absolutely.

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It's new, it's different, it's cleverly pleasing, and it's talked about. It's "the Regal Shoe Sign," and that is advertising. **It sells shoes.**

How many shoe stores are there in your city? How many have signs? Are their signs different from anything else in town?

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